

ASSOCIATION OF ZOOS & AQUARIUMS

2010 Conference PowerPoint Presentations

September 12-16, 2010
Houston, Texas

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Animal Care & Management Track

Value of Hormone Monitoring and Endocrine Service Laboratories to In-Situ and Ex-Situ Species Conservation

Creation of the Endocrinology Scientific Advisory Group and Value of Endocrine Service Laboratories

- Janine Brown, Research Physiologist, Smithsonian Conservation Biology Institute
- Use of Non-invasive Endocrinology to Assist with Animal Management and Breeding Efforts*
- Karen Goodrowe, General Curator, Point Defiance Zoo & Aquarium
- Development of "Field-friendly" Endocrine Techniques and Their Application to Wildlife Research*
- Rachel Santymire, Director, Lincoln Park Zoo, Davee Center for Epidemiology and Endocrinology
- Applying Endocrine Monitoring to Assess Animal Welfare*
- Nadja Wielebnowski, V.P. Conservation Science, Chicago Zoological Society-Brookfield Zoo

Enhancing Animal Welfare and the Zoo Guest Experience

Diminishing Fear and Improving Zoo Animal Welfare

- Gail Laule, President, Active Environments
- Quiet Coyote Campaign: Improving Zoo Guest Experience and Animal Welfare*
- Colleen Kinzley, General Curator, Oakland Zoo
- Nancy Filippi, Managing Director, Operations and Marketing, Oakland Zoo
- Improving Animal Welfare Through Exhibit Design*
- Margaret Rousser, Lead Keeper, Oakland Zoo

Sustaining the Unsustainable: Innovative Ways of Managing Flocks and Other Groups

Ground Hornbills: A Case Study of the Challenges in Maintaining a Sustainable Population in Zoos

- Roger Sweeney, Curator, Tracy Aviary
- Genetic Management of Unpedigreed Populations: Groups, Flocks, Colonies, Herds*
- Kristine Schad, Associate Population Biologist, Population Management Center, Lincoln Park Zoo
- Sustainable Management of Four Species of Bulbuls (Family Pycnonotidae)*
- Gina Ferrie, Research Associate, Disney's Animal Kingdom
- James Mejeur, Zoological Manager, Disney's Animal Kingdom

ZIMS Project Update and Implementing the ZIMS Application in Your Institution: A Step By Step Approach and Some Real Life Experiences

Working With the ISIS Network: Key to Managing the Sustainability of Your Animal Collection

- Roger Stonecipher, CEO, International Species Information Systems
- Implementation of ZIMS, Step by Step*
- Hassan Syed, Chief Technology Officer, International Species Information Systems
- Rebecah Bryning, Senior Analyst/Programmer, The Zoological Society of San Diego
- Jeff Andrews, Associate Curator of Mammals, The Zoological Society of San Diego
- Pat Morris, DVM, Associate Director of Veterinary Services, The Zoological Society of San Diego
- Martin Ramirez, Curator, Woodland Park Zoo

Polar Bears: In-Situ and Ex-Situ Issues

How AZA Institutions are Enhancing Their Polar Bear Exhibits, Conducting or Supporting Polar Bear Research, and Hosting Arctic Ambassador Centers

- Alejandro Grajal, Senior Vice President for Conservation, Education and Training, Chicago Zoological Society-Brookfield Zoo
- Michelle Furrer, Director, Como Zoo

“It Won’t Happen to Us” and Other Myths - and Facts - About Elephant Herpesvirus

EEHV Preparedness from Animal Care Perspective

- Daryl Hoffman, Large Mammal Curator, Houston Zoo, Inc.
The Increasing Public and Media Relations Challenges for Zoos with Elephants Affected by EEHV
- Jill Allread, APR, Principal, Public Communications, Inc.

An Animal Escape With a Different Twist?

Armed Response Team at the San Francisco Zoo - A Case Study on: Philosophy of Use, Equipment, Training Process, Practice, and Planning

- Anthony Brown, Animal Keeper / Armed Response Team Coordinator, San Francisco Zoo
Incorporating Multiple Emergency Response Agencies Into Your Escape Plan
- Anne Knapp, Director Animal Resources, Zoo New England
Public Relations Role in an Animal Escape
- Kelly Lessard, Public Information Officer, Minnesota Zoological Garden

Noteworthy Collection Successes in Aquariums and Zoos

Triggering Public Aquarium Efforts to Rear Marine Fish

- Dr. Michael Tlusty, Director of Research, New England Aquarium
- Dr. Andrew Rhyné, Assistant Professor, Roger Williams University
North America’s First African Shoebill Stork Hatching (Balaeniceps rex)
- Julie Tomita, Animal Care Manager, Tampa’s Lowry Park Zoo



Conservation Track

Conserving Amphibians Through Action, Research, and Engagement

Becoming a FrogWatch USA Chapter - It’s Fun, It’s Easy, & It’s Free!

- Danni Logue, Education Assistant/Volunteer Coordinator, Jenkinson’s Aquarium

Conservation Action and Opportunities at Zoos and Wildlife Facilities Around the World

From Rescue to Release: Responding to Cambodia’s Illegal Wildlife Trade

- Nick Marx, Wildlife Rescue Director, Wildlife Alliance
Matching Culture and Climate: Developing a Sustainable Fuelwood Project in Papua New Guinea
- David Selk, Horticulturist, Woodland Park Zoo
Dysfunctional Zoos: Their Impact on Wildlife Conservation
- Sally Walker, Managing Trustee, Zoo Outreach Organization

Ten Years After: Developing Conservation Success Through Long-Term Presence

Mbeli Bai Study – Long-term Research and Conservation of Gorillas and Other Large Mammals in the Nouabalé-Ndoki National Park

- Thomas Breuer, Principal Technical Adviser Nouabalé-Ndoki National Park & Principal Investigator Mbeli Bai Study, Wildlife Conservation Society - Congo Program
Lowland Tapir Conservation Initiative: Promoting the Research and Conservation of Tapirs in Brazil
- Patricia Medici, Research Coordinator, Lowland Tapir Conservation Initiative, IPÊ - Instituto de Pesquisas Ecológicas
Kinabatangan Orang-utan Conservation Project: Addressing Orang-utan and Wildlife Conservation at the Landscape Level
- Dr. Marc Ancrenaz, Co-Founder and Director, Hutan – Kinabatangan Orang-utan Conservation Project

Building Blocks for Palm Oil Awareness

Field Research on the Palm Oil Crisis

- Dina Bredahl, Animal Care Manager, Cheyenne Mountain Zoo

Implementing a Palm Oil Awareness Program at Your Institution

- Tracey Gazibara, Vice President, Cheyenne Mountain Zoo

Corporate Involvement in the RSPO Certification and Zoo-driven Awareness of the Palm Oil Crisis

- Alejandro Grajal, Senior Vice President for Conservation, Education and Training, Chicago Zoological Society-Brookfield Zoo

Additional Presenter

- Dr. Marc Ancrenaz, Co-Founder and Director, Hutan – Kinabatangan Orang-utan Conservation Project

Becoming the Conservation Organizations Our Members Desire

Beyond a Zoo - Becoming a Zoo Based Conservation Organisation

- Jenny Gray, CEO, Zoos Victoria



Aquarium Affairs Track

Best of IMATA 2010

Stretcher Training of the Giant Manta

- Dennis Christen, Curator of Animal Training and Interactive Programs, Georgia Aquarium

Care and Handling of Neonate Bottlenose Dolphins

- Lauren McKenna, Dolphin Quest Hawaii

Climate Change Interpretation - Learning From Reflective Practice in Aquariums

Linking Visitor Questions to Global Scale Systems and Shared Values

- John Anderson, Director of Education, New England Aquarium

Guest Experience and Climate Change Messages in New Exhibit: Hot Pink Flamingos

- Jim Covell, Senior Manager, Guest Experience Training & Interpretation, Monterey Bay Aquarium

Teens Messaging About Climate Change Using a Spherical Display System

- Nancy Hotchkiss, Senior Director for Visitor Programs and Education, National Aquarium in Baltimore

Using Shared Values to Communicate Climate Change in One-on-One Interactions

- Lori Perkins, Interpretation Manager, Aquarium of the Pacific

Forming a National Coalition of Aquariums Focusing on Climate Change and Oceans

What Have We Learned From the Summit Evaluation?

- Elin Kelsey, President, Elin Kelsey and Company

Incorporating Climate Change into Long Term Planning

- Debbi Stone, Vice President for Education, Florida Aquarium

Youth as Drivers of Environmental Engagement: A Key Role for Aquariums and Zoos

Public Opinion Survey Results: Understanding Teen and Tween Attitudes Toward Conservation

- Bill Mott, Director, The Ocean Project

Monterey Bay Aquarium Teen Programs: Evaluating Their Impact

- Chris Parsons, Principal, Word Craft

Effects of Zoo and Aquarium Volunteerism on Teens' Sense of Empowerment

- Kathryn Owen, Education Research Supervisor, Woodland Park Zoo

Become a Social Change Agent and Build Rewards, Recognition and Relevance

- Debra Kerr, Consultant



Business Operations Track

Get More Out of Your Information Technology for Less

How to Recycle Intellectual Capital to Minimize I.T. Costs

- Gregg Oosterbaan, Director of Information Technology, Columbus Zoo and Aquarium

Five Ways to Ensure a Greater ROI During Your System Upgrade

- Ronald Radford, Senior Zoo Consultant, Accelerando, Inc.

Deploying Technologies That Can Reduce Your HR Costs

- Karen Auman, Director of Visitor Services, North Carolina Zoological Gardens

Protecting Your IT Investment and Avoiding PCI Compliance Fines

- Scott Muller, VP Platform Services, Accelerando, Inc.

New Ideas for Saving Resources and Increasing Revenue

New Revenue from an Old Source

- John Haeseler, Senior Associate, AECOM Economics (formerly ERA-Economics Research Associates)

Maximizing Your Facility's Earned Revenue Potential

- Elena Kazlas, Principal, ConsultEcon, Inc.

Hot Trends in Revenue: The What, How and Why to the Latest Money Makers in Food, Retail and Visitor Services

Best Practices for Offering Premium Animal Experiences for Guests

- Michelle Israel, Director of Sales, San Diego Zoo and Wild Animal Park

Unveiling the Secrets to Selling Eco-friendly Products

- Terry Blumer, Gift Shop Manager, Woodland Park Zoo

Revenue That Relates to Your Mission: Going Organic

- Erika Kohler, Director of Guest Services, Lincoln Park Zoo

Selling Experiences to Advance Your Mission

Behind-the-Scenes Tours, Dolphin Encounters

- Norah Fletchall, Vice President of Conservation, Indianapolis Zoo

Best Practices in Safety and Zoo Preparedness

Risky Business - Connecting People with Animals

- Tracy Brower-Thessing, Director of Animal Collection, Cheyenne Mountain Zoo

Creating a Top Performing Safety Team

- Sheri Lytle, VP/Human Resources & Volunteer Services, Houston Zoo, Inc

Diversity for Your Zoo for 2010 and Beyond

The Changing Face of Houston and America: Tracking the Economic and Demographic Transformations Through 29 Years of Houston Surveys

- Dr. Steven Klineberg, Rice University, Sociology Department



Development/Fundraising & Membership Track

IMLS Funding for Zoos and Aquariums

Grant Applications from the Reviewer Perspective

- Nancy Hotchkiss, Senior Director for Visitor Programs and Education, National Aquarium in Baltimore

Trends, Truths and Benchmarking in Membership and Development - The Numbers People Want to Know!

Membership and Development Trends at Aquariums

- Crystal Mead, Membership Services Manager, Texas State Aquarium

Membership and Development Trends

- Dana Hines, President & CEO, Membership Consultants

Building a Major Gifts Program, Benchmarking & Trends

- Bob Ramin, Executive Director, National Aquarium in Washington DC

- Martha Schumacher, Former President, Association for Fundraising Professionals

Smaller Zoos with Big Successes in Membership and Fundraising

Make Your Garden Grow...With Community and Direct Mail

- Jennie Rayner, Director Of Park Services, The Living Desert

Partnering With Your Community for Fundraising Success

- Melinda Booth, Fund Development Director, Sequoia Park Zoo Foundation

The Art of Retention: New and Traditional Methods Collide

Oakland Zoo's Renewal Cycle and Strategy

- Eric Maul, Membership Manager, Oakland Zoo

Renewals: Hit Me Baby One More Time

- Lori Pace, Director of Membership, Nashville Zoo

Integrated Paths of Engagement and Renewal

- Bill Tortorici, Assistant Director of Membership, John G. Shedd Aquarium

Using Email for Effective Renewal Campaigns

- Kristie Cobb Hacke, Vice President, Development & Membership, Georgia Aquarium
- Stephen Guerra, Email Communications Strategist, Silverpop

The Value of a Strong Member Base: Revenue, Attendance, Political, and Mission Impacts

Yours, Mine, Ours – The Revenue Tug-of-War Between Admissions and Membership

- Mary Bradley, Director, Membership Services, Denver Zoological Foundation

Members as a Means to Achieving our Missions

- Jerry F. Luebke, Ed.D., Senior Manager, Audience Research, Chicago Zoological Society-Brookfield Zoo

Hosting Successful Special Events in Hard Economic Times

Putting the Ummphh and the Profits Back into Your Silent Auction

- Camille Pons, Development Officer, Arizona-Sonora Desert Museum

Special Events: Necessary Evils

- Jean Ellis, Vice President, Development and Membership Services, Denver Zoo

Rising to the Challenge - Achieving Fundraising Success (Even in a Crisis)

Moderator: Keith Curtis, Founder/President, The Curtis Group

The Banking Crisis Actually Helped Eliminate Our \$9 Million Construction Debt

- Page Hayhurst, Executive Director, Virginia Living Museum

Matching Gift Inspires New Support in the 2008 Economic Crisis

- Terry Maple, Ph.D., President and CEO, Palm Beach Zoo

Grassroots Campaign Helped Keep Elephants at the Zoo

- Donna Fernandes, Ph.D., President/CEO, Buffalo Zoo

Motivated Board Rises to a Kresge Challenge, Despite the Recession

- Liz Fowler, Executive Director, Cleveland Zoological Society



Education Track

Successful Education Field Trips: Keeping All of the Players in the Game

The Plus of a Pilot

- Leah Melber, Director of Student and Teacher Programs, Lincoln Park Zoo

Meeting the Needs of Homeschooler Families: A Plan that Works

- Stacy Graison, Director of Education, Zoo Atlanta

Targeting Teachers — Understanding Roles and Rationales

- Jim Kisiel, Associate Professor, Department of Science Education, California State University, Long Beach

A Program Can Change the Entire Field Trip

- Chris Parsons, Principal, Word Craft

Advances in Program Animal Use: Respecting their Role and Enhancing Their Impact

The Value of Training Education Program Animals

- Barbara Heidenreich, President/Owner, Animal Training and Consulting Services/Good Bird Inc.

Get Outside! Using a Novel Messaging Approach to Inspire Audiences to Connect with Nature

- Karen Povey, Associate Curator, Conservation and Education, Point Defiance Zoo & Aquarium

Measuring the Impact of Animal Programs on Visitor Attitudes and Emotions

- Kathryn Owen, Education Research Supervisor, Woodland Park Zoo

The Need for Program Animal Evaluation- Knoxville Zoo's First Steps and the Role of AZA's Conservation Education Committee

- Kevin Hills, Director of Education and Communications, Knoxville Zoological Garden

Animal Interaction and Biosecurity: Things to Think About

- Don Janssen, DVM, Director of Animal Health, San Diego Zoo

Issues, Challenges, and Successes when Creating Bilingual English-Spanish Programs in Zoos and Aquariums

How Integrating Bilingual Education Programs Can Illuminate Interpretation

- Julie Galbraith, Interpretation Manager, Texas State Aquarium

Specific Needs of a Culturally Diverse Audience

- Dustin Miller, Bilingual Educator, Dallas-Fort Worth

The Dallas Zoo's Bilingual English-Spanish Program

- Lucy Hale, C.I.G., Education Manager, Programs and Curriculum, Dallas Zoo Management, Inc.

Climate Change 101 Training for Interpreters

More Marine Ecosystem Emphasis Needed in Climate Messaging

- Mark Plunkett, Conservation Curator, Seattle Aquarium

Ocean Change Education - Aquarium Network

- John Anderson, Director of Education, New England Aquarium

Evaluations of "Climate Change 101" Training Workshop

- Justine Walker, Graduate Student, University of Washington

Implementation of Climate Change Messaging Through Trained Staff Interpreters

- Andrea DosSantos, Interpretation Curator, Seattle Aquarium

Best Practices and Trends for Creating Interpretive Guest Experiences

An Overview of Exhibit Interpretive Trends

- Kerry Morgan, Director of Education, Oregon Coast Aquarium

Planning with the Whole Guest Experience in Mind: Best Practices and Trends

- Steve Boyd-Smith, Interpretive Programs Developer, Minnesota Zoological Garden

Emily Routman, Principal, Informal Science Planning

Visitor Experiences and Learning Outcomes with Animal Encounters

- Jim Kisiel, Associate Professor, Department of Science Education, California State University, Long Beach

How Great Staff and Volunteer Culture Can = Great Guest Service

Moderator: Stacy McReynolds, Education Manager, San Antonio Zoo

Awesome Guest Service - Where to Start?

- Stacy McReynolds, Education Manager, San Antonio Zoo

Shifting Staff Culture: What We Learned by Going Green

- Michelle Jost, Director of Sustainable Practices, John G. Shedd Aquarium

Service for Our Littlest Guests

- Ann Quinn, Director, Education & Conservation, SeaWorld San Antonio

Who Do the Guests Belong To? Solving the Visitor Experience Dilemma

- Brad Parks, Director of Public Programs, Denver Zoo

"We Promise" – How to Simplify Guest Service Training

- John Gannon, Director of Zoo Revenue and Guest Service Operations, Columbus Zoo and Aquarium

Connecting Kids to Nature: What We Know and How We Do It

Nature Play Programming for Young Children: Professional Development Needs

- David Becker, Senior Manager of Learning Experiences, Chicago Zoological Society-Brookfield Zoo

Field Based Programs that Connect Visitors to Nature

- Tim Oldread, Director, Center for School and Public Programs, Mote Marine Laboratory



Public Relations/Marketing Track

Zoo Opposition: Addressing the Tactics and the Mindset

The Extremist Examined

- Julia McHugh, Director of Public Relations, Santa Barbara Zoo

Is it Getting Hot in Here? Climate Change Exhibits and Their Impact

Going Public with a Climate Change Position in a Challenging Market: The Polar Bear Plunge Re-launch in San Diego

- Christina Simmons, Public Relations Manager, San Diego Zoo
- Looking at Climate Change in a Different Way: Hot Pink Flamingos: Stories of Hope in a Changing Sea*
- Karen Jeffries, Public Relations Manager, Monterey Bay Aquarium



Other Track

Games, Technology and Learning

WolfQuest – Videogame and Online Community

Grant Spickelmier, Assistant Director of Education, Minnesota Zoological Garden

Zoo Scene Investigators – Handheld Computer Based Role-playing Game

- Kellie Walker, Conservation Education Instructor, Columbus Zoo and Aquarium

Canada's Arctic – Interactive Exhibit and Social Media

- Jeff Heywood, Manager of Content Development, Vancouver Aquarium

Working Together to Tell Our Story: Translating Science-speak into Something Fun

Circling the Wagons

- Ana Bowie, VP Strategic Initiatives and External Affairs, Denver Zoo

Ostriches Don't Bury Their Heads

- Rich Block, Chief Executive Officer, Santa Barbara Zoo

Five "Must Know" Studies

- Kyle Burks, Executive Vice President, Denver Zoo
- Jackie Ogden, VP Animal Programs and Environmental Initiatives, Disney's Animal Kingdom

Scientist Whisperers and Other Mythical Creatures

- Chris Kuhar, Curator of Primates and Small Mammals, Cleveland Metroparks Zoo

Regs, Regs, Regs

Government –Owned Specimens and Records

- Rachel Watkins Rogers, Zoo Registrar, Zoo Miami

Creating a Great Consultant/Client Working Relationship

Moderator: Chris Gentile, Director, Western North Carolina Nature Center

Characteristics of a Great Consultant/Client Relationship

- Nancy Hotchkiss, Senior Director of Visitor Experiences and Education, National Aquarium in Baltimore

Creating an RFP and Finding the Right Consultant for the Project

- Vivian VanPeenen, Curator of Education, Reid Park Zoo

Ensuring a Mutual Understanding of Expectations with a Clear Project Scope and a Detailed Time Line

- Terry O'Connor, Principal, Terry O'Connor Consulting

How Education Departments Can Make the Most of Limited Resources

- Leslie Hubbard, Principal, LMH Consulting

Exhibit Design - What's New and Innovative? Session 1

National Mississippi River Museum & Aquarium Creates a Whole New Animal

- Jerry Enzler, Executive Director, National Mississippi River Museum & Aquarium
- Chris Tebbutt, President/Creative Director, Christopher Chadbourne & Associates

Amazonia: Forest of Riches

- Erik Beck, General Curator/Interim Animal Curator, Mesker Park Zoo & Botanic Garden
- Ace Torre, President, Torre Design Consortium, LTD

Hot Pink Flamingos: Stories of Hope in a Changing Sea

- Jenny-Sayre Ramberg, Senior Exhibition Developer, Monterey Bay Aquarium

Exhibit Design - What's New and Innovative? Session 2

Slawson Family Tiger Trek: The Asian Experience

- Mark Reed, Executive Director, Sedgwick County Zoo
- Craig Rhodes, Principal, WDM Architects P.A.

Innovative Presentation of Polar Species

- Mark Zoeller, Assistant Director, Louisville Zoological Gardens
- John Kemper, Project Manager, PGAV Destination Consulting

Creating a "Restless Planet" - Renovation and Re-design

- Mark Swingle, Director of Conservation and Research, Virginia Aquarium & Marine Science Center
- Peter Sollogub, Associate Principal, Cambridge Seven Associates, Inc.

USDA and Contingency Planning

Overview

- Yvonne Nadler, Veterinary Epidemiologist, Lincoln Park Zoo

On the Boards

Seals and Sea Lions Renovation

- Susan Ades, Director of Exhibits, Smithsonian's National Zoological Park
- Devin Lai, Senior Associate, The Portico Group

Elephant Trails

- Kara Blond, Exhibit Development Manager, Smithsonian's National Zoological Park
- Jim Brighton, Principal, PJA architects + landscape architects, p.s



Volunteer Management Track

Emergency Planning: Does Yours Include Volunteers?

Planning for Internal Emergency Situations

- Dodi Falcon, Volunteer Coordinator, BREC's Baton Rouge Zoo

Planning for External Emergency Situations

- Kirin Daugharty, Manager of Volunteer Programs, Greater Los Angeles Zoo Association

Training Your Volunteers on How to Use Your Emergency Plans

- Jessica Deering, Supervisor of Guest/Volunteer Services, The Butterfly House

Rejuvenate Your Volunteer Department with Limited Resources

Exponential Growth With Limited Resources

- Tammy Rach, Senior Volunteer Manager, Zoological Society of San Diego

Rejuvenating Your Volunteer Department: Building Towards Success

- Brian Kutsch, Volunteer Manager, Birmingham Zoo

Interns: Investing in Diversity and Quality While Maximizing Resources

Structuring Intern Programs to Engage and Benefit Your Workgroup

- Karen Rifenburg, Marine Life Keeper, Oregon Zoo

Benefits and Challenges of Incorporating Interns Into a Well-established Volunteer Program

- Tanya Paul, Wildlife Show Supervisor, Oregon Zoo

Departmental Partnerships Strengthen the Effectiveness of Internship Management

- Stacey Luhring, CVA, Senior Education Specialist, Volunteer Services and Visitor Experience, Point Defiance Zoo & Aquarium

Exploring & Applying Volunteer Management Standards

Different Aspects of Increasing Volunteer Management Standards

- Mari Otomo, Supervisor of Volunteer Services, Vancouver Aquarium
- Stacey Luhring, CVA, Senior Education Specialist, Volunteer Services and Visitor Experience, Point Defiance Zoo & Aquarium

Additional Presenters:

- Nette Pletcher, Professional Development Program Manager, Association of Zoos & Aquariums
- Gwyndelen Holt, Volunteer Coordinator, Houston Area Women's Center and Houston Association of Volunteer Administrator

Taking Youth Volunteering to the Next Level - Tips and Techniques

A Smaller But Better Youth Program

- Kristi Giles, Manager of Volunteer Programs, Maryland Zoo in Baltimore

Building Leadership Among Youth Volunteers

- Bill Davis, Volunteer Coordinator, Toledo Zoo

Using Evaluations to Strengthen Youth Volunteers

- Mari Otomo, Supervisor of Volunteer Services, Vancouver Aquarium

Transforming Youth Volunteers into Great Employees

- Debra Kutska, Conservation Leadership Program Supervisor, Chicago Zoological Society-Brookfield Zoo