

ASSOCIATION OF ZOOS & AQUARIUMS

2011 Conference PowerPoint Presentations
September 12-17, 2011
Atlanta, GA

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Animal Care & Management Track

Intensive Management of Populations for Species Conservation: Challenges and Responses

Moderator: Robert Lacy, PhD, Conservation Scientist, Chicago Zoological Society-Brookfield Zoo

Delineating and Prioritizing Species for Intensive Population Management

- Patricia Parker, Professor of Zoology, University of Missouri, St. Louis

Canid & Hyena TAG: 20 Years of Networking - Moving Towards Global Partnerships for Sustainability

Moderator: Jack Grisham, VP of Animal Collections, Saint Louis Zoo

Canid & Hyena TAG: 20 Years of Growth in Conservation Leading to Sustainable Global Programs

- Jack Grisham, VP of Animal Collections, Saint Louis Zoo
- Contraception, Gamete Preservation and Reproductive Health Monitoring in Canids: Twenty Years of Experience and Plans for the Future*
- Cheryl Asa, PhD, Director of Research, Saint Louis Zoo

Collection Sustainability: New Angles, New Tools

Species Assessment Tool

- Sara Hallager, Biologist, National Zoological Park
- Business Models for Successful Program and Collection Management*
- Tim Snyder, Curator of Birds and Reptiles, Brookfield Zoo

Gorilla Gorilla Gorilla: It Takes More Than One to Manage a Species

Grauers: The Forgotten Gorilla

- Jackie Ogden, Ph.D., Vice President, Animal Programs and Environmental Initiatives, Walt Disney Parks and Resorts

Zoo Elephants: Towards a Sustainable Population with Excellent Welfare

Moderator: Joseph Soltis, Research Scientist, Disney's Animal Kingdom

AZA Standards and Vision Plans for Elephants

- Martha Fischer, Curator of Mammals/Ungulates & Elephants, Saint Louis Zoo

Use It or Lose It: How Reproductive Management Affects Population Sustainability

Moderator: Cheryl Asa, PhD, Director of Research, Saint Louis Zoo

Reproductive Changes in Non-breeding Females

- Linda Penfold, Director, South-East Zoo Alliance for Reproduction & Conservation



Aquarium Affairs Track

Best of RAW Session 1 - Management, Sustainability, and Conservation

Marine Exotic Species Removal Program

- Ashleigh Clews, Aquarist, National Aquarium in DC

Efforts in Rockfish Conservation in Puget Sound

- Dave Smith, Aquarist, Point Defiance Zoo and Aquarium

Be Picky, Be Choosy: How to Select a Sustainable Aquarium Animal Supplier

- Laura Simmons, Curator/Project Manager, Cairnes Marine

Best of RAW Session 2: Enrichment, Behavioral Conditioning and Husbandry Innovation

Good Husbandry is Enrichment

- Bryan McNeil, Aquarium Biologist, Seattle Aquarium

*Collection, Transport, and Shipping of the Portuguese Man-of-War, *Physalia physalis* to an Inland Aquarium*

- James Clark, Senior Aquarist, Special Exhibits, John G. Shedd Aquarium

Closed System Abalone Culture in a Public Aquarium

- Aaron Hovis, Aquarist II, Aquarium of the Pacific

One World, One Water, One Health: Initiatives in Aquatic Animal Medicine

Moderator: Ilze Berzins, PhD, DVM, Executive Vice President, John G. Shedd Aquarium

The Great Lakes and One Health

- Ilze Berzins, PhD, DVM, Executive Vice President, John G. Shedd Aquarium

Marine Mammals as Sentinels for Ocean and Human Health

- Gregory Bossart, VMD, PhD, Senior Vice President and Chief Veterinary Officer, Georgia Aquarium

Wildlife Medicine: The New Frontier-Where Human, Animal and Habitat Interface

- Jeff Wyatt, DVM, MPH, DACLAM, Professor and Chair, Department of Comparative Medicine, University of Rochester School of Medicine and Dentistry

When Great Herds Gather: Collaboration Among the AZA Ungulate TAGs

Moderator: Martha Fischer, Curator of Mammals/Ungulates & Elephants, Saint Louis Zoo

Overview of the Ungulate TAGs

- Martha Fischer, Curator of Mammals/Ungulates and Elephants, Saint Louis Zoo

From Red to Green?

- Steve Castillo, Curator, Disney's Animal Kingdom

Thinking Outside the Barn

- Daniel Beetem, Director of Animal Management, the Wilds

The Challenging World of Marine Mammals: What Does it Take?

The Manatee Rehabilitation Partnership (MRP): A Decade of Cooperation in the Recovery of an Endangered Species

- Doug Warmolts, Assistant Director of Living Collections, Columbus Zoo and Aquarium

Coral Reefs and Coral Reef Exhibits: The Next 50 Years

Moderator: Christopher Andrews, PhD, Director and Chief of Operations, Steinhart Aquarium, California Academy of Sciences

Status of the World's Coral Reefs, Now and in the Future

- Billy Causey, Southeast Regional Director, NOAA National Marine Sanctuaries, NOAA Office of National Marine Sanctuaries

Collection Planning for Large Mixed Species Coral Reef Exhibits

- Bart Shepherd, General Curator, Steinhart Aquarium, California Academy of Sciences

Captive Breeding Programs for Coral Reef Animals: What's New, What's Feasible?

- Allan Marshall, Vice President of Biological Operations, The Florida Aquarium

Aquariums, Social Media, and New Initiatives to Engage People with Climate Change

Moderator: Elin Kelsey, Evaluator, Monterey Bay Aquarium

Connecting People to Climate Change

- William Spitzer, Vice President Programs, Exhibits & Planning, New England Aquarium



Business Operations Track

Giant Leaps Forward: The How and Why of Current Major Sustainability Initiatives at Zoos and Aquariums

Engaging Our Boards in the Sustainability Discussion

- Barbara Long, Vice President, Government Relations & Special Projects, Aquarium of the Pacific

A Tale of Four Cities: How Three Zoos & One Aquarium Successfully Increased Revenue From Group Ticket Sales

Moderator: Randy Thomas, Principal, Randy Thomas & Associates

A Deliberate Approach to Diversity: Audience and Teen Volunteer Development

Working with Diverse Teens Can Broaden Your Community Impact

- Cherie Williams, Education Curator, Seattle Aquarium

The More We Work Together: Successful Departmental Collaboration within Zoos and Aquariums

It Takes More Than Animals to be Successful...None of us Can do it Alone

- Megan Hudak, Volunteer Services Manager, Cheyenne Mountain Zoo
- Roxanna Breitigan, Collection Manager, Cheyenne Mountain Zoo

Sea Lions Join the Pride...The Logistics of Balancing Two Departments to Meet Institutional Goals

- Tammy Morano, Zoological Manager, Predators and Sea Lions, Birmingham Zoo
- Michelle Hatwood, Animal Collection Manager, Phoenix Zoo
- Dean Watanabe, School and Family Programs Supervisor, Phoenix Zoo



Conservation Track

Efforts in Snake Conservation

Returning the Louisiana Pine Snake to Restored Habitat

- Steve Reichling, PhD, Curator of Reptiles, Memphis Zoo

Twenty-three Years of In-situ Conservation for the Aruba Island Rattlesnake (Crotalus unicolor): Strategies, Achievements, and Lessons Learned

- R. Andrew Odum, Curator of Herpetology, The Toledo Zoo

A Spectrum of Perspectives on Chimpanzees in AZA Zoos: Challenges, Successes, and Opportunities

Moderator: Stephen Ross, Assistant Director, Fisher Center, Lincoln Park Zoo

Working With Sanctuaries. Working As Sanctuaries. How Zoos Are Addressing Issues of Privately-owned Chimpanzees

- Stephen Ross, Assistant Director, Fisher Center, Lincoln Park Zoo

Bats: New Threats, What is Being Done, and How You Can Help!

Why Care About Bats?

- James Eggers, Director of Education, Bat Conservation International

The National Plan for Managing White-nose Syndrome in Insectivorous Bats

- Robert Tawes, Biologist, Endangered Species Program, Fish and Wildlife Service, Southeast Regional Office

Saving Panama's Frogs One Partner at a Time

Moderator: Bob Chastain, President and CEO, Cheyenne Mountain Zoo

Developing a Science-based Strategy to Salvage Biodiversity and Search for a Cure

- Brian Gratwicke, Conservation Biologist, The National Zoo

Collaborative Programs for Field Conservation

The Role of Like-Minded Individuals and Organizations in Conserving Sahelo-Saharan Wildlife

- Steven Monfort, Director, Smithsonian Conservation Biology Institute, National Zoo
Tree Kangaroo Conservation Fund - Using Zoo Partnerships to Build International Support
- Lisa Dabek, Senior Conservation Scientist, Director of TKCP, Woodland Park Zoo
We All Live Downstream: Engaging Partners and Visitors in Freshwater Conservation Programs
- Anna George, Director of Conservation, Tennessee Aquarium Conservation Institute (TNACI)

A Role for Zoos and Aquariums: Leading Cooperative Conservation Programs

How Cheetah Conservation Fund Solicited, Built, and Maintains a Base of Zoo Funding

- Laurie Marker, Director, Cheetah Conservation Fund
Silence of the Clams: North America's Hidden Crisis
- Doug Warmolts, Assistant Director of Living Collections, Columbus Zoo and Aquarium

Conservation Centers for Species Survival (C2S2): Breeding Center Partnerships for Sustainability

Moderator: Jack Grisham, VP of Animal Collections, Saint Louis Zoo

Breeding Centers and Creating a Self-Sustaining Population: the Cheetah Model

- Jack Grisham, VP of Animal Collections, Saint Louis Zoo
Avian Sustainability Model: Working with Gruiformes (cranes)
- Michael Mace, Curator of Birds, San Diego Zoo Safari Park
Turning ex situ Into in situ: Our Facilities as Conservation Landscapes for Sustaining Native Biodiversity
- Nicole Cavender, Chief Programmatic Officer, the Wilds

Research and Conservation Programs in Public Aquariums: Common Challenges, Creative Solutions

Balancing History, Perspective, and Talent: The Story of The Florida Aquarium Center for Conservation

- Paul Anderson, PhD, Conservation & Research Coordinator, Florida Aquarium Center for Conservation
Rising Tide: Alternative Approaches to Captive Propagation of Marine Tropical Fish
- Judy St. Leger, DVM DACVP, Director of Veterinary Pathology, SeaWorld San Diego

Partnerships Redefined: Expanding Our Coalitions and Consortiums for the Benefit of Conservation

Navigating Uncharted Waters; Rescuing Manatees and Cetaceans via an Exceptional Enterprise

- Nadia Gordon, Marine Mammal Research Biologist, Florida Fish & Wildlife Conservation Commission
Sustaining Species through Science; The Genesis and Management of a Regional Conservation Coalition
- Linda Penfold, Director, South-East Zoo Alliance for Reproduction & Conservation



Development/Fundraising & Membership Track

Beyond the Dues: The Economics of Membership

The Membership Proposition

- Jeremy Goldblatt, Vice President of Strategic Initiatives, Lincoln Park Zoo
When the Gate and Membership Really do Compete
- Danny Elfenbein, Director of Strategic Initiatives & Community Development, Zoological Society of Florida

Acquisition in a Multi-Channelled World

Integrated Acquisition Channels

- Jessica Harrington, Schultz & Williams Direct
Matching Wits with the Consuming Public
- Jim Kirschner, Miles River Direct

Not Just Friends with Benefits: Connecting Meaningfully with Members & Entry-level Donors

Moderator: Charles A. Hyde, Director of Membership, Indianapolis Zoo

No Donor Left Behind: Donor Centered Fundraising in Action

- Bianca McCarthy, Director of Development, Lan Su Chinese Garden
C.R.A.P. You Should Know: Social Media Rules of Engagement
- Stephanie Cameron, Marketing & Communications Manager, Oregon Zoo

Out of the Inbox: Innovative Interaction Beyond Tweets & Apps

- Kristin Pollock, Assistant Director of Individual Giving, John G. Shedd Aquarium
 - Bill Tortorici, Director of Membership and Annual Fund, Denver Zoological Foundation
- Is Media the Message? Marketing the Membership Aesthetic*
- Charles A., Hyde, Director of Membership, Indianapolis Zoo

Corporate Funding: A New Normal?

Moderator: Rick Horton, Grants Manager, Oregon Zoo Foundation

Group Buying Sites: Is Membership a Good Fit? Lessons Learned

Moderator: Bianca McCarthy, Director of Development, Lan Su Chinese Garden

Municipal to Private - Keeping the Shift Positive for your Fundraising Efforts

Fundraising Strategies for Keeping your Donors Connected During Major Change

- Bob Davidson, Chief Executive Officer, Seattle Aquarium

Raising Friends and Funds through Giving Clubs and Auxiliaries

Moderator: Christine Zrinsky, Vice President for Development, Lincoln Park Zoo



Education Track

More Time + More Depth = More Impact: Intensive Study Programs

Moderator: Dennis Laidler, Education Curator, Potter Park Zoological Gardens

I May Skip Regular School, But I Always Make it to This Class!

- Lisa Litchfield, Instructor, Potter Park Zoological Gardens
- Zoo School: A Limitless Learning Opportunity*
- Janelle Cummins, Education Manager, Brevard Zoo

Zoos and Aquariums & Higher Education: Uniting for Conservation Education

Moderator: Vicki Searles, Curator of Education, Cleveland Metroparks Zoo

Project Dragonfly and AZA Institutions: Partnerships for Deeper Public Engagement in Science and Conservation

- Chris Myers, Director, Project Dragonfly, Miami University
- Impacts of Inquiry-based Programming on Conservation Knowledge and Awareness*
- Christine Korhnak, Senior Education Specialist, Cleveland Metroparks Zoo
- Win- Win: The Development of a Long Term University - Zoo Partnership*
- Dan Marsh, Director of Education, Cincinnati Zoo & Botanical Garden
- Globally and Locally - Inquiring Minds Want to Know*
- Katie Remine, School & Community Engagement Supervisor, Woodland Park Zoo

Developing Interpretation for Engagement in Global-Scale Issues

Moderator: John C. Anderson, Director of Education, New England Aquarium

Training for Hot Pink Flamingos: Indications that Core Ideas Will Persist in Future Interpretation

- Jim Covell, Senior Manager, Guest Experience Training & Interpretation, Monterey Bay Aquarium
- Marine Mammal Institute Intensive*
- Peggy Sloan, Director, North Carolina Aquarium at Fort Fisher

Hitting the Sweet Spot: Public Programs in Difficult Times

Monterey Bay Aquarium Adventures - Put Your Money Where Your Mission Is!

- Juliet Pool, Guest Experience Programs Manager, Monterey Bay Aquarium

Mobile Giving: Integrating Mobile Technology into Fundraising Initiatives

The Mobile Giving Landscape

- Dave Asheim, President / Founder, Give by Cell
- Marketing Your Mobile Giving Campaign*
- Karen Hamilton, Senior VP, Marketing, Dallas Zoological Society

Understanding Your Audiences in Climate Change Education: How to Turn the Tide in Climate Literacy and Action

Aquariums and Climate Coalition

- Cynthia Vernon, Vice President of Education, Guest, and Research Programs, Monterey Bay Aquarium
Climate Literacy Zoo Education Network
- Alejandro Grajal, Senior Vice President for Conservation, Education & Training, Chicago Zoological Society
National Summit 2012
- Nancy Hotchkiss, Senior Director of Visitor Experiences, National Aquarium

Zoos and Aquariums Supporting Schools in the Tough Economy

Moderator: Tiffany Musgrove, Director of Conservation Education, Santa Barbara Zoological Gardens
Raising Funds and Knowledge Through Teacher Workshops

- Lucy Hale, Education Programs Manager, Dallas Zoo and Children's Aquarium at Fair Park
Aiming High in After School Programs
- Kristen Cytacki, Director of Education and Sustainability, Palm Beach Zoo
Quality Assurance Through Careful Evaluation
- Cherie Williams, Education Curator, Seattle Aquarium

Examining the Role of Play in Zoos

Moderator: Kathleen Wagner, Consultant, Schultz & Williams
A Summative Evaluation - The Missing Punch List Item

- Mitch Magdich, Curator of Education, Toledo Zoo
NatureStart: Chicago Zoological Society's Professional Development Program
- Dave Becker, Senior Manager of Learning Experiences, Chicago Zoological Society

Poetry and the Wild: The Language of Conservation Project

The Language of Conservation and the Implications for Marketing

- Susan Altrui, Marketing and Development, Little Rock Zoo

Making Natural Connections

Schoolyard Naturalization

- Dawna Sagi, Schoolyard Naturalization Coordinator, The Calgary Zoological Society
Crossing Disciplines, Building Bridges: Zoo Educators and Early Childhood Educators
- Dave Becker, Senior Manager of Learning Experiences, Chicago Zoological Society

Conservation Education Programs and Animal Welfare: Collaboration is Key

Entertainment as a Driving Force

- Jeff Ewelt, Executive Director, Beartooth Nature Center
Reaching Diverse and Underserved Audiences
- Melinda Mendolusky, Animal Ambassador Program Manager, Tampa's Lowry Park Zoo
Running Program Animal Shows with Limited Resources
- Rebecca Bearman, Lead Keeper, Program Animals, Zoo Atlanta

The Age of New Media: Engage Youth on Their Virtual Turf (with the Support of the Research)

Moderator: Debra Kerr, Executive Director, YouthMuse, Consultant, The Ocean Project
The Evolution of S.T.E.M. Students to Community Leaders

- Peggy Sloan, Director, North Carolina Aquarium at Fort Fisher
P.S. Design a Youth-Driven Campaign to Meet Youth, Staff and Community Expectations
- Dave Glenn, High School Volunteer Program Supervisor, Seattle Aquarium
Youth, Learning and Networking in the Second City
- Rachel Bergren, Vice President of Education, Lincoln Park Zoo
Designing Learning Networks: from Learning Environments to Learning Ecologies
- Christian Greer, Director of Programs, Chicago and New York Learning Networks, MacArthur Foundation and Chicago Community Trust



Other Track

The Journey From Good to Great: Beyond Buses, BHAGs, Hedgehogs, and Flywheels

Moderator: Richard Block, CEO, Santa Barbara Zoological Gardens

It's Okay to be Prickly: Get Your Hedgehog Together!

- Jackie Ogden, Ph.D., Vice President, Animal Programs and Environmental Initiatives, Walt Disney Parks and Resorts

Regulations, Regulations, Regulations

Injurious Wildlife Permits - Port of Miami

- Rachél Watkins Rogers, Zoo Registrar, Zoo Miami

It's All About Leadership: Four Perspectives from the Top

A View of Experience

- Steve Taylor, Zoo Director, Cleveland Metroparks Zoo

Can Zoos and Botanical Gardens Live Together?

Moderator: Paul Boyle, PhD, Senior V.P., Conservation & Education, Association of Zoos & Aquariums

The Metamorphosis of Zoo Horticulture into Botanical Collections Management

- Catherine Hubbard, Botanical Collection Manager, Albuquerque BioPark



Public Relations/Marketing Track

How to Generate Revenue Through Your Web Site

Moderator: Ginnie Westmoreland, Director of Marketing, Saint Louis Zoo

Summer Concert Series via the Web

- Jim Bennett, Director of Marketing, Woodland Park Zoo

Making Politics Fun! Okay...Or At Least Understandable

- Tom Adams, Director of Federal Government Relations, Chicago Zoological Society-Brookfield Zoo
- Shareen Knowlton, Director of Education, Roger Williams Park Zoo
- Melinda Arnold, Public Relations/Marketing Director, Dickerson Park Zoo
- Cynthia Holter, Vice President, External Affairs, Saint Louis Zoo

From Apps to QR Codes: Smart Phone Technologies That Enhance Guest Experiences

Use QR Codes to Link to Video

- Dean Noble, Director of Marketing, Santa Barbara Zoo

Mobile Guides: New Trend or New Headache?

- Dan Shropshire, CEO, Mobile Excursions, LLC

Rebranding Your Organization

What's in a Name: A Rebranding Toolkit

- Abi Karlin-Resnick, Director of Advancement, CuriOdyssey

Significant Macro Trends That Will Have Short-term and Long-term Impact Upon Our Industry

Moderator: Kyle Burks, Ph.D., Executive Vice President/COO, Denver Zoo

Panelists

- Mary Beth Johnson, V.P., Communications & Public Affairs, Lincoln Park Zoo



Volunteer Management Track

Development, Implementation and Evaluation of Blended Learning for Staff & Volunteers

Create the Right Mix for Blended Learning

- Giovannina Souers, Volunteer Training Coordinator, Seattle Aquarium

Curriculum Development for a Web-based Volunteer Management Course

- Nette Pletcher, Professional Development Program Manager, Association of Zoos & Aquariums

Our Most Valuable Resource

The Future is Now: Engaging Teen Volunteers to Advance your Mission and Build Community Relations

- Bill Davis, Volunteer Manager, The Toledo Zoo

Interns: How to Manage This Unique Volunteer Resource and Responsibility

- Catherine Johansson, Assistant Manager, Training & Volunteer Operations, Georgia Aquarium, Inc.

Volunteer Management and Today's Volunteers

- Brooke Estes, Volunteer Manager, Birmingham Zoo

Give and Get Back: Cultivate Bottom Line (and then some!) Benefits of Your Volunteer Program

- Kim Haas, Volunteer Program Supervisor, Woodland Park Zoo

Managing Change in an Ever Changing Environment: Managing and Communicating Change to Your Volunteers

Moderator: Brian Kutsch, Education Manager, Birmingham Zoo

Change Management Theory

- Brian Kutsch, Education Manager, Birmingham Zoo

There Was Chaos, Misery and Heartache, Then Things Got Really Bad: How to Effectively Communicate Change

- Miki Elizondo, Volunteer Resources Operations Manager, Monterey Bay Aquarium

Engaging and Understanding Volunteers with Special Needs

Moderator: Mark Freedlund, Play Program Supervisor, Chicago Zoological Society-Brookfield Zoo

Working With a Variety of Specialized Community Groups

- Jessica Deering, Supervisor of Guest Services, Butterfly House

Columbus Zoo and Oakstone Academy Partnership

- Ginger Earley, Volunteer Coordinator, Columbus Zoo and Aquarium

Incorporating Those With Disabilities

- Melissa Bowers, Volunteer & Internship Coordinator, The Living Planet Aquarium