

- Registration Hours: 7:00 am - 5:30 pm, Pre-Function A
- Exhibit Hall Hours: 1:30pm - 7:00 pm, Hall B
- All meetings are located in the Oregon Convention Center and are open, unless otherwise noted.

Wednesday, September 16

8:00 am - 8:30 am **Light Continental Breakfast** Oregon Ballroom Foyer

8:30 am - 10:00 am **General Session: Celebrating Success in Challenging Times** Oregon Ballroom

This session will highlight AZA's year in review and a look to future Association initiatives. AZA President and CEO Jim Maddy and Chair of the Board of Directors Brad Andrews will recognize accomplishments and outstanding service of our zoo and aquarium colleagues.

Join AZA and Disney's Animal Programs and Environmental Initiatives as we celebrate 25 years of the Conservation Endowment Fund. Learn about conservation projects that have made a difference.

Sponsored By:



EXHIBIT HALL RESERVED MEETING TABLES

See Exhibit Hall map for location of numbered tables.

1:30 pm - 3:30 pm **Ask the Accreditation Commission** Table 1, 2, &3



Sustainability at the Oregon Convention Center

Wind Power

OCC is a top-level supporter of the Blue Sky program, Pacific Power's voluntary windpower purchase program, purchasing wind power equal to 40% of our electric use. OCC also uses energy efficient lighting, has ample natural light settings, low-lighting levels during events are set up and tear down, and use conservative lighting schedules during non-event hours.

PROGRAM SESSIONS 10:30 AM - 12:00 PM

Symbol Key



Animal Care and Management



Conservation



Aquarium Affairs



Business Operations



Development/Fundraising & Membership



Education



Public Relations/Marketing



Volunteer Management



Other

This program track key will help you identify the primary professional interest for each session. Attendees are encouraged to review all sessions for specific interests and learning opportunities.

10:30 am - 12:00 pm

**PASA and AZA: Helping African Sanctuaries Create International Solutions** B110

The Pan African Sanctuary Alliance (PASA) is a network of rescue and rehabilitation centers across Africa that cares for more than 3,000 chimpanzees, gorillas, bonobos, drills and other endangered primates. By partnering with AZA institutions that are committed to conservation, PASA has been able to conduct programs that dramatically alter the conservation landscape and offer some of the clearest pictures to date of issues relating to primate conservation and welfare in Africa. This session will focus on joint PASA-AZA projects that have capitalized on the assets and dedication of each, and tackled complex issues of conservation, biodiversity, and husbandry across Africa.

Moderator: Doug Cress, Pan African Sanctuary Alliance

PASA Ape Sanctuary Modeling Project

- Lisa Faust, Lincoln Park Zoo

Continuing the Legacy of Conservation Education in African Sanctuaries

- Tammie Bettenger, Disney's Animal Kingdom

Conducting Sierra Leone's First Wild Chimpanzee Census

- Dr. Terry Brncic, Tacugama Chimpanzee Sanctuary

Reintroduction of Drill Monkeys in Nigeria

- Liza Gadsby, Pandrillus Foundation

10:30 am - 12:00 pm

**Improving Citizen Science Networks Through Engagement, Enthusiasm, and Shared Experience** C120

The AZA community participates in a variety of citizen science networks that achieve numerous scientific and educational goals, while accumulating important data for tracking and evaluating change in ecosystems. Each network addresses a number of common issues and sharing how networks have tackled them provides valuable lessons for others. This session includes presentations about how four citizen science programs have addressed specific challenges, followed by roundtable discussions and reporting by session attendees. The purpose of this session is to learn from others' experiences and foster a community of citizen scientists and citizen science program coordinators throughout the AZA community.

Moderator: Shelly Grow, Association of Zoos & Aquariums

Overview of Citizen Science

- Abraham Miller-Rushing, USA National Phenology Network

Applying Citizen Science Data to Short and Medium-term Activities and Issues

- Jaret Daniels, University of Florida

Bridging Data Quality Needs of Scientists and Citizen Science Program Participants

- Mark Plunkett, Seattle Aquarium

Growing Participation in Citizen Science Programs

- Shelly Grow, Association of Zoos & Aquariums

10:30 am – 12:00 pm



Connecting Visitors to the Ocean Through Partnerships with Ocean Protected Areas

A106

This session will demonstrate how aquariums can connect visitors to real-time conservation of the ocean through partnerships with ocean protected areas, namely the National Marine Sanctuaries. Join this session to learn how partnerships with organizations, such as the national marine sanctuaries, enriches visitor experiences by adding relevance and through connections with the diverse life in these special places and the folks entrusted to protect them. Additionally, partnerships with NOAA National Marine Sanctuaries can help aquariums develop rich education programs that can qualify for federal funding for ocean literacy.

Moderator: Michiko Martin, NOAA National Marine Sanctuaries

Federal Funding Available for Ocean Literacy Education

- Michiko Martin, NOAA National Marine Sanctuaries

Flower Garden Banks Exhibits at Partner Aquariums

- Shelley DuPuy, Flower Garden Banks National Marine Sanctuary

Docent Training with Gulf of the Farallones

- Carol Preston, Gulf of the Farallones National Marine Sanctuary

Sanctuary Exhibit at National Aquarium in Washington D.C.

- Joy Williams, National Marine Sanctuary Foundation

Re-establishment of Southern Sea Otters in Oregon through Captive Breeding Programs

- Dave Hatch, Elakha Alliance and Confederated Tribes of the Siletz Indians of Oregon

10:30 am – 12:00 pm



How to Hire and Train Employees and Seasonal Workers

A108

This session will focus on a variety of ways to hire better, faster and smarter by taking advantage of emerging technological advances and utilizing in-house hiring, as well as out-sourcing some segments of the hiring process. We will share ways you can enhance your ability, especially in today's environment in which we need to do more with less, conserve financial resources and carry out due diligence to avoid law suits and negative publicity. You will hear how on-line application processing, drug testing, criminal background checks and out-sourcing can be used to achieve great results. We will explore the millennial workforce to learn how their past has shaped their present work behavior and ethic, and discover new ways and tips to guarantee that both their future and our organizations future's are bright.

Moderator: Wyndel Hill, Saint Louis Zoo

Online Application Process – Going Paperless

- Dustin Deschamp, Saint Louis Zoo
- Michael Novack, Kiosite

Out-Sourced Employees

- Steph Mizer, Columbus Zoo and Aquarium

In-house Hiring and Training

- Cary Burgess, Zoo Atlanta

In-house and Out-sourced Hiring

- Ruben Wallace, Oklahoma City Zoo

Multi-generational Workforce

- Teresa Randall, Oklahoma City Zoo

10:30 am - 12:00 pm

Leveraging Public Sector Support with Private Sector Donations

B118



Zoos and aquariums must create and maintain meaningful relationships with government officials and organizations in order to receive much-needed funding for capital improvements and operating funds. In addition, zoos and aquariums must advocate for the establishment and continued support of government grant programs that help our institutions meet the needs of the public. This session discusses how to leverage private sector support to influence public sector support and also investigates the different avenues zoos and aquariums can take to get public funding and continued support from government officials and organizations.

Moderator: Susan Altrui, Little Rock Zoo

Looking for Federal Funding - In All The Right Places!

- Robert (Bob) Ramin, National Aquarium in Washington DC

Finding the Fit: Federal Dollars Can Grow Private Interest

- Debra Kerr, John G. Shedd Aquarium

Zoo and Aquarium Support Through the Institute for Museum and Library Services

- Mary Estelle Kennelly, IMLS

Grassroots Organizing 101 - "All Politics is Local"

- Susan Altrui, Little Rock Zoo

10:30 am - 12:00 pm

Global Climate Change: Wildlife and Conservation

A106



Global climate change appears to be advancing more rapidly than scientists have predicted; for example, many glaciers are rapidly regressing and the extent of summer melting of Arctic sea ice is growing. NASA satellites have been observing Earth from space for over 50 years, building a global understanding of Earth's systems including its land, air, water, and ice. This panel will discuss how climate change issues may affect the wildlife counterparts of collection specimens, and how zoos and aquariums might convey information to visitors about climate change, conservation issues, and programs.

Moderator: Anita Sohus, NASA/Jet Propulsion Laboratory

NASA's Observations of Global Climate Change

- Gary Lagerloef, Earth & Space Research, NASA Aquarius Mission

Polar Bears and Global Warming

- Jennie McNary, Los Angeles 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

10:30 am – 12:00 pm

**Communicating Conservation Through Messaging and Advertising**

B113

Modern zoos and aquariums have become important centers for conservation education, research and science. While events, new exhibits and newborn animals will always play a role in publicity efforts, generating exposure for scientific work serves an essential role in contributing to public understanding of science, and enhancing your institution's credibility and reputation as wildlife and conservation experts. Learn new strategies to effectively diversify your conservation messaging through advertising, youth social marketing, earned media, interpretive and education programming.

Moderator: Sharon Dewar, Lincoln Park Zoo

Conservation Messaging/Advertising - Do Visitors Get It?

- Ginnie Westmoreland, Saint Louis Zoo

Youth Social Marketing: Cutting-Edge Techniques and Perspectives

- Ian Abrams, GolinHarris

Communicating Conservation in a Down Economy – New Strategies for Interpretive and Education Programs

- Heather Doggett, Riverbanks Zoo and Garden

Gaining Greater Visibility for Conservation Endeavors Using Earned Media

- Sharon Dewar, Lincoln Park Zoo

10:30 am – 12:00 pm

**Building a Community of Volunteers: Making the Best Use of Your Most Valuable Resource**

B117

Volunteers provide millions of dollars of in-kind services to our institutions every year. How do you best utilize these efforts? Design your recruitment and training program to create a community of conservation stewards who spread their knowledge and enthusiasm to the wider community, furthering the mission of your organization. Looking at specific examples and current research in the field, the panel will explore how you can enhance the experience of volunteers from volunteer program organization, training and enrichment to partnerships with other organizations. Create a community of conservation stewards who align with your mission and flexibly meet the diverse and changing needs of your institution.

Moderator: Kim Haas, Woodland Park Zoo

Structuring Your Volunteer Program: Strategies to Engage Volunteers...and Your Visitors!

- Kim Haas, Woodland Park Zoo

Aquarium & Zoo Volunteers: Ambassadors for Environmental Awareness

- Randi Gonzalez, Cabrillo Marine Aquarium

It Takes a Village to Save the Sea: How Can Zoo and Aquarium Volunteer Programs Partner with National Marine Sanctuaries to Further Shared Education Goals?

- NOAA Office of National Marine Sanctuaries Representative

**Sustainability at the Oregon Convention Center***LEED-EB Rating*

The Oregon Convention Center (OCC) carries the LEED-EB Silver Rating by the United States Green Building Council. OCC offers a waste recycling and recovery program that includes pre-and post-consumer organic waste, cardboard, newspaper, plastics, glass bottles, wood pallets, cooking oil and landscaping trimmings. All public areas inside the OCC have convenient, clearly marked recycling barrels for easy sorting.

10:30 am - 12:00 pm

Exhibit Design - On the Boards!

B115



Exhibit design needs to respond to the issues that are most relevant today. This session offers a view of not only what is coming up, but how the designers and institutions are approaching today's most relevant issues, demands and limitations concerning visitor experience and "on exhibit" animal management. Projects will be presented by a combination of designers and representatives of the institutions so that both perspectives are communicated. Presentations will include a range of project types and budgets.

Moderator: Keith McClintock, The Portico Group

The African Elephant Crossing

- Steve H. Taylor, Cleveland Metroparks Zoo

Orangutan / Tiger / Komodo Dragon Exhibits

- Craig Rhodes, WDM Architects
- Bert Castro, Phoenix Zoo

Africa Rift Valley - Phase II: Creative Solutions to Managing Elephants on a Difficult Site Without a Pot of Gold

- Bob Chastain, Cheyenne Mountain Zoo

Heart of the Zoo

- Ken Kornack, The Minnesota Zoo

Passport to Africa

- Steve Marshall, El Paso Zoo

Wellington Zoo, New Zealand: Meet the Locals

- Becca Hanson, Studio Hanson Roberts

Elephants and Rhinos, and Gasification? Oh My!

- Craig Piper, Denver Zoo

12:15 pm - 1:45 pm

Honors & Awards Lunch

Oregon Ballroom

AZA will recognize great achievements in several different categories from Exhibits to Education. The incoming and outgoing AZA Board Members will be recognized for their leadership. Incoming Chair of the Board Kevin Bell, President/CEO, Lincoln Park Zoo, will speak. And, enjoy the annual showing of PIZZAZZ!, a collection of zoo and aquarium advertisements.

Sponsored By:



PROGRAM SESSIONS 2:00 PM - 3:30 PM

2:00 pm - 3:30 pm

New Trends and Topics in Zoo Animal Welfare Science

B113



Zoos worldwide increasingly recognize the need for quantitative and objective assessments of animal well-being. As a result, there is a concerted effort among many zoo professionals and welfare scientists to identify new ways of addressing emerging welfare issues. While animal welfare science has been making great strides in quantifying farm and laboratory animal well-being, the application of newly developed welfare measures to zoo animals requires creative and innovative solutions. In May 2008, the Chicago Zoological Society organized a welfare symposium to bring together an array of welfare experts. The topics presented here have been largely derived from this meeting.

Moderator: Nadja Wielebnowski, Chicago Zoological Society-Brookfield Zoo

Positive Welfare - Expanding Our Perspective on Animal Well-being

- Jill Mellen, Disney's Animal Kingdom

A Comparative Approach to the Study of Animal-Keeper Relationships in the Zoo

- Kathy Carlstead, Honolulu Zoo

Aggression, Wounding, and Adolescent Male Chimpanzees: A Multidisciplinary Approach to Addressing a Complex Welfare Issue

- Steve Ross, Lincoln Park Zoo

Hunches, Intuitions, and Score Sheets: How to Employ Them to Improve Animal Welfare at Zoos and Aquariums

- Jessica Whitham, Chicago Zoological Society-Brookfield Zoo
- Nadja Wielebnowski, Chicago Zoological Society-Brookfield Zoo

2:00 pm - 3:30 pm



Climate Change: Innovation and Collaboration in the Pacific Northwest C120

Climate change is a major focus for regional collaboration in the NW Zoo & Aquarium Alliance. Our goals are to lead by example and inspire our visitors to act. Along with ongoing CO2 reductions, we assessed our baseline operational CO2 footprint and are developing reduction goals. Climate change messages, tailored to the Pacific Northwest, will encourage visitors to reduce their impacts. We are exploring a mechanism to collect funds that help offset zoo/aquarium-related emissions and invest them in local projects that mitigate climate change and provide habitat benefits. The pilot project will invest 2009 AZA conference attendees' donations in a local CO2 mitigation project with riparian / floodplain habitat benefits

Moderator: Cheryl Hummon, NW Zoo & Aquarium Alliance

Assessing and Reducing Our Individual and Collective Carbon Footprint

- John Houck, Point Defiance Zoo & Aquarium
- Mark Plunkett, Seattle Aquarium

Reducing Environmental Impacts Through ISO14001 and LEED Certifications

- Heather Brekke, Vancouver Aquarium

Climate Change Messages for the Pacific Northwest: Engaging Our Visitors

- Kerry Carlin-Morgan, Oregon Coast Aquarium

Investing Ecological Offset Funds in Habitat Projects that Mitigate Climate Change

- Anne Warner, Oregon Zoo
- Sara Vickerman, Defenders of Wildlife

Symbol Key



Development/Fundraising & Membership



Animal Care and Management



Education



Conservation



Public Relations/Marketing



Aquarium Affairs



Volunteer Management



Business Operations



Other

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2:00 pm – 3:30 pm

**Working with NOAA to Interpret Oceanic and Atmospheric Research for Aquarium Visitors**

A105

NOAA National Marine Sanctuaries and the Aquarium of the Pacific have developed a partnership to engage the public in ocean conservation and technology through exhibits, film, and events. Exhibits include: Whales: A Journey with Giants, Whales: Voices in the Sea, and a “One NOAA” kiosk that provides visitors an opportunity to learn more about marine protected areas, fisheries, and weather. A twelve minute high definition film about the Channel Islands National Marine Sanctuary will soon be featured in the Aquarium’s Honda Theater and sanctuary staff have participated in “NOAA and Our Planet” day and Ocean Technology festivals at the Aquarium.

Moderator: Claire Fackler, NOAA Office of National Marine Sanctuaries

Importance of Partnerships with Aquariums and Informal Science Centers to Interpret NOAA Research

- Claire Fackler, NOAA Office of National Marine Sanctuaries

Exhibits and Outreach Events Between NOAA and Aquariums

- Barbara Long, Aquarium of the Pacific

Examples of Local Partnership Between Aquarium and CINMS

- Laura Francis, NOAA Channel Islands National Marine Sanctuary

2:00 pm – 3:30 pm

**Business Operations Open Forum**

A108

Attention Business Operations Professionals! Led by the AZA Business Operations Committee - this is your chance to get together with fellow business operations professionals from zoos and aquariums from around the country. Share and learn new ideas and asks questions in this open mic format.

Moderator: Cary Burgess, Zoo Atlanta

2:00 pm – 3:30 pm

**Managing and Growing Endowments: Reality and Possibilities in a Challenging Economic Environment**

B118

Nearly all zoos and aquariums understand the importance of seeking varied sources of income, ranging from memberships to Annual Fund and capital gifts. Fewer zoos have endowments, which offer funds in perpetuity. As investments have decreased in value, the benefits of these endowed funds may seem less obvious. This session will offer rationale for soliciting endowed funds and creating compelling cases for why investing in the future still makes sense for zoos and aquariums of all sizes.

Moderator: Cathi Decker, Friends of Santa Ana Zoo

A Zoo Director’s Perspective on Endowment

- Jeffrey Bonner, Ph.D., Saint Louis Zoo

Case Studies of Endowed Funds

- Cynthia Holter, CFRE, Saint Louis Zoo

Challenges of Decreased Endowment Value

- Christine Zrinsky, Lincoln Park Zoo

A Financial Institution Representative’s Perspective on Nonprofit Endowments

- Michael Wagschal, Merrill Lynch Center for Philanthropy and Nonprofit Management

2:00 pm – 3:30 pm

**Aim...Shoot...Score: Evaluating Guest Experiences**

A106

Come to this interactive session and tell us what you think and decide if you are making the difference you want to make. Is our audience getting our messages? Are we providing the positive experience that will motivate them to care and take action? We all want the answer to be "YES!" But in some cases the answer may be, "We're not sure." Increasingly we are expected to develop unified public programs which focus on specific goals and objectives. And while zoos and aquariums have evaluated education programs for many years, it's been more difficult to consistently review interpretive programs or other guest experiences. Our presenters have completed comprehensive plans and have evaluated the resulting programs or experiences for their effectiveness.

Moderator: Victoria C. Searles, Cleveland Metroparks Zoo

Interpretive Evaluation: Easy as 1,2,3

- Chriss Kmiecik, Cleveland Metroparks Zoo
- Therese Joyce, Cleveland Metroparks Zoo

Taking Stock: Critical Assessment of San Diego Zoo's Guest Experiences

- Emily Routman, Informal Science Planning
- Debra Erickson, San Diego Zoo

Woodland Park Zoo's Interpretive Program Assessment: A Multi-year Effort

- Kathryn Owen, Woodland Park Zoo

Testing and Tweaking: Formative Evaluation of Graphics for Oregon Zoo's Predators of the Serengeti

- Monica Post, MPR Museum Consulting

2:00 pm – 3:30 pm

**How to Build Your Brand and Increase Revenue Through Group Sales**

B110

This group sales session will address the business of conducting successful group sales during the current economic climate, as well as preparing for resulting changes in group markets down the road. A panel of industry sales professionals from each primary industry segment will present their analysis, experiences and real life ideas, as well as participate in overall participant discussions. Topics include: Defining group sales; Current industry group sales trends, successes and opportunities; Looking forward to, and preparing for, the new group sales market landscape. Session objectives will be to: Define what the term "group sales" means to foster a clearer understanding and industry uniformity; Create "real" best-practice group sales business development opportunities for workshop participants; Strategically plan for the future.

Moderator: Christan Baumer, Sedgwick County Zoo

- Randy Thomas, Randy Thomas & Associates
- Peter Fingerhut, Columbus Zoo and Aquarium

2:00 pm – 3:30 pm

**The Evolving Role of Docents**

B117

Docents (volunteer educators) have traditionally served as the mainstay of informal education programs with our guests since the first docent programs in zoos and aquariums were established in the 1970's. However, the traditional docent program model may be showing signs of weakness on issues of program structure, training, and scheduling. This forward-thinking interactive session will engage participants in re-inventing the traditional docent role. Future steps after this session will feature a collaboration between like-minded zoos/aquariums to rethink and reshape the role of docents.

Moderator: Regina Mezydlo, Chicago Zoological Society-Brookfield Zoo

Aligning Your Volunteer Program to Your Educational Mission

- Brad Parks, Denver Zoo

The 21st Century Docent

- Regina Mezydlo, Chicago Zoological Society-Brookfield Zoo

2:00 pm – 3:30 pm

Exhibit Design - What's New and Innovative?

B115



This session features eight short presentations showcasing new and innovative exhibits from a variety of AZA institutions. Designers and educators are finding new ways to communicate with guests and to inspire conservation action and awareness. Creative design has produced enriched environments, higher standards in animal care, and novel, engaging experiences for visitors. Each speaker will present a unique and successfully-built exhibit. The goal of this session is to engage a lively dialogue among the institutions and designers, as well as to inspire creativity and the advancement of exhibit design for zoos and aquariums.

Moderator: Susan Chin, Wildlife Conservation Society

California Trails - Santa Barbara Zoo

- Rich Block, Santa Barbara Zoo
- Alan Varsik, Santa Barbara Zoo

Paws On - Brevard Zoo

- Jon Brangon, Brevard Zoo

Rainforest Falls - Buffalo Zoo

- Donna Fernandes, Buffalo Zoo

McNeil Avian Center - Philadelphia Zoo

- Terere MacFadyen, Main Street Design
- Bill Hacker, The Portico Group

Downing Gorilla Forest - Sedgwick County Zoo

- Craig A. Rhodes, WDM Architects
- Mark Reed, Sedgwick County Zoo

Humboldt Penguin Exhibit - Woodland Park Zoo

- Bruce Bohmke, Woodland Park Zoo
- Becca Hanson, Studio Hanson Roberts

Amazon & Beyond - Miami Metrozoo

- Eric Stephens, Miami Metrozoo
- Mario Campos, Jones and Jones Architects and Landscape Architects

Reopening of the Steinhart Aquarium at the California Academy of Sciences

- Mike Shakespear, Thinc Design

3:30 pm – 4:00 pm

Exhibit Hall Break

Hall B

Mix and mingle over afternoon snacks and meet with exhibitors.

Symbol Key

 Development/Fundraising & Membership

 Animal Care and Management

 Education

 Conservation

 Public Relations/Marketing

 Aquarium Affairs

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 Other

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PROGRAM SESSIONS 4:00 PM - 5:30 PM

4:00 pm - 5:30 pm

**Preshipment Testing and Disease Risk Assessments: How to Protect Your Animals Without Breaking the Bank**

B110

Hundreds of animals are transferred between AZA institutions each year, and each transfer requires a disease risk assessment and preshipment testing plan. When done properly, such risk assessments and testing plans are an efficient and cost effective way to minimize the risk of disease spread associated with animal movements. Unfortunately, all too often the risk assessments are not based on sound science and the resulting preshipment testing requirements are unnecessarily complex and expensive. The goal of this session is to outline simple, sound, science-based risk assessment procedures that lead to reasonable and cost effective preshipment testing plans.

Moderator: Bruce Rideout, San Diego Zoo/AZA Animal Health Committee

Using Risk Analysis to Better Understand Employee Risk of Contracting B virus from Macaques

- Yvonne Nadler, Lincoln Park Zoo

Assessing Disease Risk: How Do We Decide What to Test For?

- Dominic Travis, Lincoln Park Zoo

How To Choose a Screening Test to Meet Specific Needs

- Scott Weber, University of California Davis

What do Screening Test Results Really Mean?

- Gary Riggs, Akron Zoo

Developing a Template for Preshipment Planning and Decision-making

- Bruce Rideout, San Diego Zoo

4:00 pm - 5:30 pm

**Integrating in situ Conservation with Other Aspects of Zoo Operations**

B113

The conservation of natural populations of animals and their habitats is central to the missions of modern zoos and aquaria. However, many institutions encounter difficulty connecting their in situ conservation efforts with the day to day operations of a zoo. This session, sponsored by the AZA Field Conservation Committee, will give examples of how AZA institutions of different sizes, budgets, and conservation foci incorporate their field conservation activities into other aspects of zoo operations. This session will focus on the processes, obstacles and opportunities that allow (or impede) integrating field programs with zoo operations.

Moderator: Richard Bergl, North Carolina Zoo

Partnerships = Conservation: Growth of the Conservation Program at Seneca Park Zoo

- Larry Sorel, Seneca Park 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

The Saint Louis Zoo's WildCare Institute - Integrating a Conservation Program Inside and Outside of the Zoo's Fence

- Eric Miller, Saint Louis Zoo

Conservation Leadership as an Organizing Principle for Zoo and Field Operations

- Alejandro Grajal, Chicago Zoological Society-Brookfield Zoo

4:00 pm – 5:30 pm

**Towards a Common Framework for Climate Change Action
by Aquaria and Zoo**

A105

Climate change is the greatest threat to life on earth although humanity has been slow to recognize the impact and implications of accelerated greenhouse gas emissions on our biosphere, particularly in the seas. With arctic ice melt, sea level rise and acidification occurring at unprecedented rates, there is a compelling need for greater mitigation and adaptation efforts. Unfortunately, there is variable, and generally limited public understanding of climate change and its impacts on life in the ocean and the many connections between ocean health and human health. At the Communicating Climate Change and the Oceans Summit held in Monterey in December, 2008 (www.aquariumsandclimate.com) a strong case was made for a more proactive role by aquaria in promoting greater climate change literacy. This session will address how the aquarium and zoo community can play a greater role in promoting public and organizational understanding and action on climate change mitigation and adaptation.

Moderator: Ian Dutton, Alaska SeaLife Center

Communicating Climate Change and the Oceans Summit: Key Outcomes

- Cynthia Vernon, Monterey Bay Aquarium

Climate Change Training – A Key Need for Aquarium Staff

- John Anderson, New England Aquarium
- Ian Dutton, Alaska SeaLife Center

Actions by Aquaria Following the Summit: Progress and Lessons Learned

- Aimee David, Monterey Bay Aquarium

Aquaria, Zoos, and Climate Change Communications – Should We Develop a Common Approach?

- Allyson Atkins, Disney's Animal Kingdom
- Lee Bodner, ecoAmerica
- Paul Boyle, Association of Zoos & Aquariums

4:00 pm – 5:30 pm

**Message in a Minute - A Holistic Approach to your Conservation Message**

A108

From board members to kindergartners, zoo and aquarium staffs deal with a multitude of audiences and having a unified message is vital. In this industry we know that our front line personnel, whether employees or volunteers, are key in helping our patrons understand our missions. Using the basics of interpretation, Message in a Minute training will provide your staff and volunteers with the skills needed to be confident in sharing their passion, and your mission with the public.

Moderator: Candice Rennels, Oklahoma City Zoo & Botanical Garden

Fundamentals and Components of Interpretation

- Teresa Randall, Oklahoma City Zoo

Background for Message in a Minute (MIM)

- Lizabeth Ogle, Oklahoma City Zoo

Marketing/PR Perspective on MIM

- Candice Rennels, Oklahoma City Zoo

Animal Management Perspective on MIM

- Darcy Henthorn, Oklahoma City Zoo