



AZA
2020

ANNUAL
CONFERENCE

VIRTUAL

September 14-18

program guide

ASSOCIATION
OF ZOOS &
AQUARIUMS

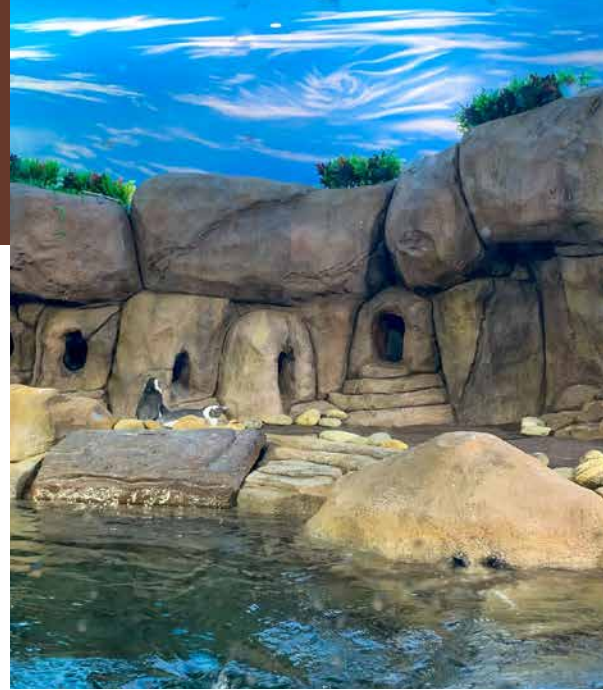


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WELCOME TO THE VIRTUAL ANNUAL CONFERENCE!

SEPTEMBER 14 – 18, 2020

www.aza.org/annualconference

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96th Annual Conference of

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ANNUAL CONFERENCE PROGRAM COMMITTEE

Thank you to the Association of Zoos and Aquariums Annual Conference Program Committee! The following Committee members work hard to represent member needs and interests to develop the best Annual Conference concurrent session program. Each session topic, paper, poster submission and speaker are carefully vetted and developed. Even during the pandemic, the Annual Conference Program Committee did remarkable work to create the best possible Conference program. Your dedication and hard work is greatly appreciated and recognized.



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Chief Operating Officer, *The Florida Aquarium*

VICE CHAIR

Kelly Matis, VP Education and Conservation, *Mystic Aquarium*

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Cheryl Andrews, Director, Conferences

EVENT HOST



COLUMBUS ZOO AND AQUARIUM PLANNING COMMITTEE

Although the Annual Conference didn't take place as planned in Columbus, the team at the Columbus Zoo and Aquarium maintained their commitment to providing assistance, resources, and a virtual Zoo Day for the community.

Dan Beetem, Director of Animal Management The Wilds

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Jennifer Compston, Animal Care and Conservation Assistant

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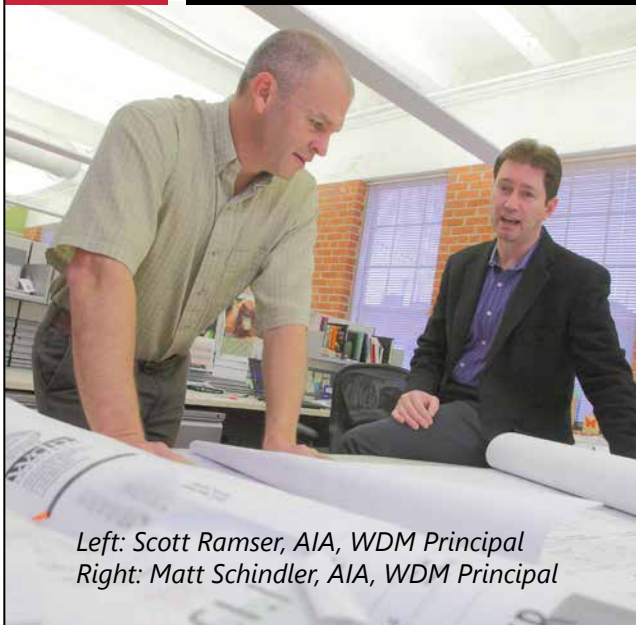


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Left: Scott Ramser, AIA, WDM Principal
Right: Matt Schindler, AIA, WDM Principal

Look us up here at the AZA 2020 Annual Conference where we will be sharing

Case Studies detailing our process on projects:

- Cleveland Metroparks Zoo's Asian Highlands
- Phoenix Zoo's Entry Oasis
- Cleveland Metroparks Zoo's Rosebrough Tiger Passage

Video interviews of our team and clients:

- Master Planning: Positioning Your Zoo for Success
- Improving Guest Experience
- Exhibit Design and Your Mission



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GENERAL INFORMATION

We're ready for a great week!

Did You Know? The Columbus Zoo and Aquarium is one of only seven zoos in North America to house Tasmanian devils.

© Amanda Carberry, Columbus Zoo and Aquarium

**ASSOCIATION
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VIRTUAL ATTENDEE GENERAL INFORMATION

The 2020 AZA Virtual Annual Conference is the first-ever of its kind. Due to the pandemic, plans for the Annual Conference transitioned to a fully-virtual event. Registration will be available throughout the event by visiting www.aza.org/annualconference.

The schedule features dates and times of events that will be broadcasted live in the Eastern time zone. Active participation in the live events is encouraged, but not required to take advantage of the Conference. Recorded sessions will be available within 48 hours to registered participants, and will be available for 90 days after the close of the Conference.

CONFERENCE POLICIES

AZA is committed to providing a safe, productive, and welcoming environment for all virtual meeting participants and AZA staff. Each and every participant is expected to understand and follow policies. For more information on the AZA Code of Conduct, see page 9.

Online solicitation of participants by non-exhibitors is prohibited.

ACCESSIBILITY

AZA strives to ensure conferences do not pose barriers that may exclude people from participating. If you require assistance, please reach out to azameetings@aza.org.

AZA CENTRAL

Visit AZA Central virtual booth located in the Exhibit Hall LIVE! page. Here you can access editions of *Connect* magazine, Accreditation resources, and learn more about AZA member services.

VIRTUAL CGF AUCTION

AZA's Conservation Grants Fund continues to provide funding for extraordinary conservation work. Support AZA's CGF by bidding on items online, all week during the Virtual Conference. You do not need to be registered for the Conference to bid on items! The auction will close at the end of Virtual Zoo Day on Friday, September 18 at 6:00 PM EDT. Proceeds benefit conservation programs around the globe—be sure to place your bid!

SOCIAL MEDIA

Connect with colleagues while at the Conference on various social networking sites. Find the Annual Conference on Facebook:

www.facebook.com/AssociationOfZoosAndAquariums

or on Twitter:

@AZAConf

#AZA2020

VIRTUAL ZOO DAY

Zoo day will be hosted by the Columbus Zoo and Aquarium on Friday, September 18th, from at 4:00 PM to 6:00 PM EDT.

EVALUATIONS

AZA is dedicated to making each conference—whether in-person or virtual—better than the last. Shortly after the Live Conference, attendees will receive an electronic survey. Please complete the survey and share your comments to help continuously shape and improve the Conference.

GET ENGAGED!



@AZAConf #AZA2020



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CONFERENCE CODE OF CONDUCT AND SAFETY

CODE OF CONDUCT

AZA is committed to providing a safe, productive, and welcoming environment for all meeting participants and AZA staff. Each and every participant, including attendees, speakers, volunteers, exhibitors, Association staff, and service providers, is expected to understand and follow policies in all in-person and virtual spaces. These expectations apply to all AZA meeting-related events, including those held in conjunction with AZA conferences.

PERSONAL SAFETY AND SECURITY

AZA works with vendors and online moderators to provide a safe environment for all meeting participants. We ask that all attendees report any questionable activity to any AZA staff for immediate action. No concern is too small—if you see or hear something, say something.

UNACCEPTABLE CONDUCT

- Harassment, intimidation, or discrimination in any form.
- Any abuse, including verbal or non-verbal abuse, of any attendee, speaker, volunteer, exhibitor, AZA staff member, service provider, or any other meeting participant.
- Disruption of presentations at any sessions, in the Exhibit Hall LIVE!, or at any events organized by AZA on the online platform.
- Harassing photography.
- Photographing slides of oral presentations, taking screen shots of chat room/Q&A activity and taking photos of posters without permission from presenter—with intent to distribute.
- Recording of presentations and other sessions without permission from presenter with the intent to distribute.
- Examples of unacceptable behavior include comments related to gender, gender identity or expression, age, sexual orientation, disability, physical appearance, body size, race, religion, national origin, political affiliation; inappropriate use of nudity and/or sexual images in public spaces or in presentations; or threatening or stalking any attendee, speaker, volunteer, exhibitor, AZA staff member, service provider, or other meeting guest.

SEXUAL HARASSMENT

Sexual harassment is unacceptable conduct of a sexual nature which makes a person feel uncomfortable, offended, humiliated and/or intimidated. Examples of conduct or behavior which constitute sexual harassment in a virtual environment include, but are not limited to:

Verbal/written conduct

- Comments or insults based on appearance, age, private life, etc.
- Sexual comments, stories or jokes
- Sexual advances
- Repeated and unwanted social invitations for dates or physical intimacy
- Condescending or sexist remarks
- Sending sexually explicit messages (by phone or electronically)

Non-verbal conduct

- Display of sexually explicit or suggestive material or images
- Sexually-suggestive gestures

REPORTING UNACCEPTABLE CONDUCT

If you or anyone else is the subject of unacceptable conduct either in person or online, please contact any of the AZA staff below.

AZA has zero tolerance for any form of discrimination or harassment, including sexual harassment. If you experience or observe harassment or hear of any incidents of unacceptable behavior, AZA asks that you please inform any of the following so that we can take action:

Melissa Howerton
mobile: (301) 244-3337

Candice Dorsey
mobile: (301) 244-3339

Craig Hoover
mobile: (301) 244-3345

All reports will be treated seriously and promptly. Incidents will be handled with respect for the privacy of the victim, and will be confidential to the extent practical, given the circumstances. Reports may also be made anonymously.

The AZA staff receiving the report will respect any and all requests of the victim to remain anonymous. Unacceptable conduct may be part of a larger pattern of repeated harassment. Please alert AZA to all such conduct regardless of the offender's identity or job title, even if you prefer your report to remain anonymous.

Upon receiving a complaint, the matter may be further investigated by additional AZA Staff. Actions to be taken will be discussed beforehand with the victim of the harassing behavior, where possible.

If the complaint is of a criminal nature, legal authorities will be notified.

If the offense is not of a criminal nature, the AZA staff receiving the report will gather information from the victim and discuss next steps.

If a person has been found to have harassed another person, any of the following may take place:

- Issue a verbal or written warning
- Suspend attendance at AZA-sponsored events
- Prohibit attendance at any future meeting

Reports of unacceptable conduct by an individual may also be reported by AZA to an individual's employer.

AZA has zero tolerance for retaliation on-site, online or at a member facility against individuals for reporting unacceptable conduct at AZA-related events.

SAVING WILDLIFE TOGETHER

Since 1995, the Disney Conservation Fund has directed more than \$100 million to conservation organizations working to save wildlife, inspire action and protect the planet. We are also committed to conservation through the efforts of our Disney Team Wildlife scientists, veterinarians, animal care experts, and educators who work together to care for animals in the wild. We are grateful to work alongside you- our AZA colleagues and friends- to save animals from extinction and engage people to take action that will ensure that people and wildlife can thrive. Thank you for everything you do to protect the magic of nature.



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Let's "paws" for a moment to thank our supportive sponsors of the conference!

Did You Know? Three African leopards live in the Columbus Zoo and Aquariums' Congo Expedition region—female, Sita, and brothers, Jaime and Tyrion (yes, named after the Lannister brothers from "Game of Thrones"!).

© Amanda Carberry, Columbus Zoo and Aquarium

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Thank you to the 2020 Virtual Annual Conference Sponsors for your dedication and support!

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Plan Design Build



Adventure Cove is now open at the Columbus Zoo and Aquarium! Roto was awarded the Theming & Interpretive design-build contract in 2019 and worked directly with the zoo on the themed animal enclosures, interpretive signage, immersive visitor-navigated environments, and unique media interactives.



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SCHEDULE AT A GLANCE

EDT	MONDAY, SEPT. 14	TUESDAY, SEPT. 15	WEDNESDAY, SEPT. 16	THURSDAY, SEPT. 17	FRIDAY, SEPT. 18
10:00 AM	COFFEE TALKS	COFFEE TALKS	COFFEE TALKS	COFFEE TALKS	COFFEE TALKS
10:30 AM					
11:00 AM	OPENING GENERAL SESSION 11:00 AM – 11:45 AM	GENERAL SESSION Black Voices in Courageous Conversation 11:00 AM – 12:00 PM	GENERAL SESSION Honors and Awards 11:00 AM – 12:00 PM	GENERAL SESSION Wildlife Trafficking 11:00 AM – 12:00 PM	GENERAL SESSION Business Meeting / Incoming Chair Address 11:00 AM – 12:00 PM
11:30 AM					
12:00 PM	EXHIBIT HALL LIVE! GRAND OPENING 12:00 PM – 1:00 PM	CONCURRENT SESSIONS 12:15 PM – 1:45 PM	IDEA SHARING CHATS/ ROUNDTABLES 12:15 PM – 1:45 PM	CONCURRENT SESSIONS 12:15 PM – 1:45 PM	CONCURRENT SESSIONS 12:15 PM – 1:45 PM
12:30 PM					
01:00 PM	CONCURRENT SESSIONS 1:15 PM – 2:45 PM	EXHIBIT HALL LIVE! 1:45 PM – 2:45 PM	CONCURRENT SESSIONS 2:00 PM – 3:30 PM	EXHIBIT HALL LIVE! 1:45 PM – 2:45 PM	EXHIBIT HALL LIVE! 1:45 PM – 2:45 PM
01:30 PM					
02:00 PM					
02:30 PM	GENERAL SESSION Dr. Mark Plotkin 3:00 PM – 3:45 PM	GENERAL SESSION Dr. B.N. Horowitz 3:00 PM – 3:45 PM	EXHIBIT HALL LIVE! AND SOCIAL HOUR 3:30 PM – 5:00 PM	IDEA SHARING CHATS/ ROUNDTABLES 2:45 PM – 3:45 PM	CONCURRENT SESSIONS 2:45 PM – 3:45 PM
03:00 PM					
03:30 PM					
04:00 PM	SOCIAL HOUR 4:00 PM – 5:00 PM	COMMUNITY CONVERSATIONS 4:00 PM – 5:00 PM		LIVE POSTER SESSION/ HAPPY HOUR 4:00 PM – 6:00 PM	VIRTUAL ZOO DAY Hosted by Columbus Zoo and Aquarium 4:00 PM – 6:00 PM
04:30 PM					
05:00 PM	THE BUZZ 5:15 PM – 6:15 PM	CONCURRENT SESSIONS 5:15 PM – 6:15 PM	THE BUZZ 5:15 PM – 6:15 PM		
05:30 PM					
06:00 PM					
06:30 PM		DIRECTORS ONLY EVENT 6:30 PM – 7:30 PM			
07:00 PM					
07:30 PM					



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Exterior Unit Sample

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PROGRAM SCHEDULE & SPECIAL EVENTS

MONDAY, SEPTEMBER 14

Empowering People. Saving Wildlife. The Columbus Zoo and Aquarium supports several gorilla conservation projects in Central Africa. In 1991, the Columbus Zoo also founded Partners In Conservation (PIC), a grassroots effort to protect African wildlife through humanitarian projects.

© Graham S. Jones, Columbus Zoo and Aquarium

**ASSOCIATION
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MONDAY, SEPTEMBER 14

10:15 AM – 10:45 AM EDT

Coffee Talks



11:00 AM – 11:45 AM EDT

Opening General Session

WELCOME TO THE VIRTUAL ANNUAL CONFERENCE!

The Association of Zoos and Aquariums (AZA) President and CEO, **Dan Ashe**, welcomes all to the first-ever Virtual Annual Conference. Dan and AZA Chair of the Board, **Dr. Chris Kuhar**, will share remarks about the Association and the AZA community.

Sponsored By:



Dan Ashe

President and CEO
Association of Zoos and Aquariums



Dr. Christopher Kuhar

Executive Director
Cleveland Metroparks Zoo



12:00 PM – 1:00 PM

Exhibit Hall LIVE! Grand Opening

Get the first look at the 2020 Virtual Exhibit Hall, featuring more than 60 booths showcasing products, services, and new technologies for the zoo and aquarium community, as well as conservation organizations.

SYMBOL KEY

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.



Animal Management, Health & Welfare



Development/Fundraising & Membership



Networking & Idea Sharing



Aquarium Affairs



Education



Public Relations & Marketing



Business Operations



Exhibit Hall LIVE!



Trends & More



Conservation



General Sessions



Volunteer & Intern Engagement

CONCURRENT SESSIONS 1:15 PM – 2:45 PM EDT



1:15 PM – 2:45 PM EDT

Aquarium and Zoo Energy and Water Conservation Practices in Life Support Systems



Track Sponsors:



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COST

Energy and water conservation have become central sustainability goals for aquariums and zoos in recent years as the impact of fossil fuel power generation has been connected to global warming and the destruction of ocean habitats and the depletion of freshwater reserves. Our team queried aquariums and zoos about their conservation practices in managing Life Support Systems (LSS). Our study found that 100% of the survey respondents have instituted conservation practices in their aquarium Life Support Systems. This presentation will review our findings and ask participants to discuss their sustainability efforts to broaden understanding of institutional conservation efforts.

Moderator: Adam Mitchell, Principal, CambridgeSeven

Panelists

- Andrew Aiken, Director of Life Support, National Aquarium
- Philip Steiner, Principal, Altieri



1:15 PM – 2:45 PM EDT

Conservation is Not Closed: Continuing Field Conservation and Research During COVID-19

The COVID epidemic presents enormous challenges to all aspects of zoo and aquarium operations, including conservation and research. This session will outline both the challenges faced by zoos, aquariums and our conservation partners, and how many of us have been able to sustain this critical component of our mission.

Moderators: Dr. Eric Miller, Senior Counsel, Zoo Advisors
Dr. Richard Bergl, Director of Conservation, Education and Science, North Carolina Zoo

Long Term Planning and Partnerships Help Ensure Conservation Continuity

- Tim Tetzlaff, Director of Conservation, Naples Zoo

An Effective Conservation Strategy Helps to Ensure Continuity of Field Programs

- Dr. Richard Bergl, Director of Conservation, Education and Science, North Carolina Zoo

Implications of COVID-19 for Our Approaches to Great Ape Conservation

- Dr. Tara Stoinski, CEO, Dian Fossey Gorilla Fund International

Conservation Planning in a Time of Crisis

- Dr. Jacob Owens, Director of Conservation, Los Angeles Zoo & Botanical Gardens

In-Country Capacity Building as a Cost-Effective Conservation Tool

- Dr. Elizabeth (Lisa) Kelley, Director, WildCare Institute, Saint Louis Zoo



1:15 PM – 2:45 PM EDT

Innovations in Service: New Philosophies, Non-Traditional Roles, Technical Advancements, and More!

This session is NOT for the weak of heart. We WILL challenge your operational assumptions and you will evolve your service program. The TRUTH is innovations in service have been rapid fire lately and we are promoting opportunities that would not have been viable a year ago. Interns, Volunteers, Managers, and other AZA staff in the trenches will share, in their own voices, the service innovations they are passionate about including but not limited to novel opportunities, technologies, leadership, and philosophies through a series of ignite style presentations. You will leave with strategies for implementation and a network to help.

Moderator: Lace Garland, Manager, Volunteer Programs & Internships, New England Aquarium

Culture Change: Breaking Down Barriers with a Volunteer Inclusion Program

- Kim Haas, Manager, Volunteer & Community Engagement, Woodland Park Zoo

Context for Innovation

- James Bluher, Volunteer Services Manager, Cleveland Metroparks Zoo

Context for Inspiration

- Lace Garland, Manager, Volunteer Programs & Internships, New England Aquarium



1:15 PM – 2:45 PM EDT

Membership Marketing Best Practices – Then and Now

Track Sponsor: **Schultz & Williams**

Powering Missions That Matter™

Membership is a vital part of our zoos and aquariums from a cashflow and community perspective. Membership marketing, to grow and stabilize these programs, is an interesting challenge in normal times, but these are not normal times. Learn how efforts of direct mail, email and digital campaigns, renewals and onsite sales have had to adapt after the challenges of the COVID-19 pandemic, the economic fallout and closures and reopenings. This session will offer helpful perspectives from seasoned membership professionals who will share their real time experiences, challenges and new best practices in a new age.

Moderator: Dana Hines, Vice President, Membership Marketing, Membership Consultants, a Gabriel Group Company

Impact of Email on Membership Acquisition Campaigns

- Mark Miller, Director of Park Services and Guest Relations, The Living Desert Zoo and Gardens

Direct Mail Campaign Management – Pre and Post COVID-19

- Andrew Nadauld, Director of Guest Relations, Utah's Hogle Zoo

Renewals in Challenging Times

- Kimberly Kirkhart, Director of Membership, Santa Barbara Zoo

On-Site Sales and the Challenges of Face-To-Face Sales in a New World

- Jerry Padbury, Senior Director of Membership, John G. Shedd Aquarium

Digital Advertising for Membership and Ticket Sales

- Audrey Bedoucha, Senior Marketing Manager, Zoo New England



1:15 PM – 2:45 PM EDT

On the Boards

Track Sponsors:



Exhibits need to respond to today's challenges of animal welfare, real conservation initiatives and rising visitor expectations. This session offers a preview of how designers and institutions are approaching these issues, through visitor experiences, added value revenue generation, nature based play, and "on exhibit" animal management practices. Each project will be presented by designers and institution representatives, to offer both perspectives. The session includes both Zoo and Aquarium exhibits, representing a wide range of sizes and construction budgets.

Moderator: Keith McClintock, Principal, Studio Hanson|Roberts

Albuquerque Bio Park's Asia Forest

- Gregg Leicester, Principal, CLR Design
- Stephanie Stowell, Associate Director, Albuquerque Biological Park

Owl Creek Marsh Pavilion, Virginia Aquarium

- Sean Bourgeois, Vice President Facilities, Technology & Life Support, Virginia Aquarium & Marine Science Center
- Douglas Flandro, Associate, CambridgeSeven

Baton Rouge Zoo Master Plan

- Ace Torre, President, Torre Design Consortium, LTD
- Phillip Frost, Director, BREC's Baton Rouge Zoo

Native Predators, Sequoia Park Zoo

- Michael Mercadante, President, Main Street Design, Inc.
- Becca Hanson, Principal, Studio Hanson|Roberts
- Gretchen Ziegler, Director, Sequoia Park Zoo

Orientation Plaza & African Savanna, Oklahoma City Zoo

- Dr. Dwight Lawson, Executive Director & CEO, Oklahoma City Zoo
- Emily Howard, Vice President, PGAV Destinations

continued

Hippo River, Fresno Chaffee Zoo

- Keith McClintock, Principal, Studio Hanson|Roberts
- Scott Barton, Executive Director, Fresno Chaffee Zoo

Amur Leopard & Snow Leopard Habitats, Sedgwick County Zoo

- Dr. Jeff Ettling, CEO, Sedgwick County Zoo
- Craig Rhodes, Vice President, Zoological Planning & Design, GLMV Architecture, Inc



1:15 PM – 2:45 PM EDT

The Call: Is Public Engagement the Solution to Saving Species from Extinction

Track Sponsors:



In recent years, zoos and aquariums have begun using public engagement as a tool to changing behavior and mobilizing their audiences to take action. Panelists will discuss how that role is emerging and its potential to be transformative in the conservation impact of our institution. They will present models of how social change can be put into action at all levels of an institution and elaborate on how zoos and aquariums can collectively lead a social conservation movement.

Moderator: Robin Keith, Associate Director, Vision, Innovation and Strategy, San Diego Zoo Global

A Short History of Conservation Storytelling in Zoos and Aquariums

- Tony Vecchio, Executive Director, Jacksonville Zoo

Case Study: Gorillas on the Line

- Grayson Ponti, Conservation Interpreter, Dallas Zoo

Case Study: Gorillas on the Line

- Katie Corr, Education Specialist, Cleveland Metroparks Zoo

San Diego Zoo Global's Conservation Engagement Roadmap

- Emily Routman, Principal, Emily Routman Associates

Putting Conservation Engagement on the Floor

- Lisa Ostrego, Director of Guest Engagement, John G. Shedd Aquarium

Putting Conservation Engagement on the Floor

- Bricken Sparacino, Assistant Director of Live Interpretation, Wildlife Conservation Society

Using Social Change to Make a Difference for SAFE Species

- Dr. Jackie Ogden, Consultant, Zoo Advisors

Another Awareness Day? Why They Are Worth all that Energy!

- Amy Niedbalski, Director, Conservation Audience Research & Evaluation, Saint Louis Zoo



1:15 PM – 2:45 PM EDT

On the Empathy Front Lines: Research, Implications, and Best Practices

During this session, speakers will present a series of independent studies and programs focused on the latest research and program evaluation results of incorporating empathy messages and strategies. These include examining the relationships among visitors' knowledge, empathy, and self-efficacy responses at various animal exhibits; investigating empathic reactions and perceptions of animal welfare during ambassador animal programs; teaching the concept of empathy in a school-based informal science education program; and applying empathy research implications to practice-based recommendations. Implications of these findings will be discussed regarding how empathy can be positioned into an overall mission-focused learning agenda.

Moderator: Dr. Jerry Luebke, Independent Consultant, Chicago Zoological Society (Retired)

The Shared Role of Empathic Concern and Action-Based Knowledge in Promoting Conservation Actions

- Dr. Jerry Luebke, Independent Consultant, Chicago Zoological Society (Retired)

The Impact of Interpretive Messaging and Animal Handling in Ambassador Animal Programs on Visitors' Perceptions of Animal Welfare and Empathic Responses

- Dr. Matt Minarchek

Empathy in Practice: Exploring Science through an Empathic Lens to Increase Conservation Action in Elementary Students

- Samantha Martinson, Manager, Innovation & Engagement, Zoological Society of Milwaukee

Empathy Comparisons within and across Facilitated Experiences: Implications for Practice

- Fran Mast, Research and Evaluation Associate, John G. Shedd Aquarium



1:15 PM – 2:45 PM EDT

Throw Out Your Strategic Plan. Should You Ditch Your Plan in A Crisis? Why Knowing Your 'Why' Is More Important Than Ever

Track Sponsors:



We've all been trying to figure out how to navigate in a world that has seen seismic change over the last six months and many may be questioning the value of long-term strategic planning. Why should we be doing five-year plans when the world can shift overnight? Because having a clear sense of purpose—knowing your why—sets the stage for everything you should be doing...pandemic or not.

Moderator: David Walsh, President, Zoo Advisors

Why You Need to Engage Your Community in Planning

- Dolf DeJong, President, Toronto Zoo

Planning by Talking to Listening to Your Staff

- Dr. Jeff Ettling, CEO, Sedgwick County Zoo

The Importance of Having a Plan Which Reflects Your Unique Assets

- Gary Siddall, Executive Director, Aquarium of Niagara

Implementing a New Strategic Plan During a Crisis

- Amber Christopher, Sr. VP for Guest Experience, Denver Zoo



1:15 PM – 2:45 PM EDT

Unlocking the Code to Social Motivations in Social Media

As social media is gaining popularity at an unprecedented rate, we are delving into the consumer behavior responses to social media imagery and messaging. What engages those that follow AZA zoo social media channels? What images and messaging illicit a positive reaction? Is public response hard-wired or a product of one's experiences? Join the emerging discussion.

Moderator: Vincent Jeffries, Director of Marketing and Public Relations, Akron Zoological Park

The Science of "Like"

- Vincent Jeffries, Director of Marketing and Public Relations, Akron Zoological Park

Fixin' To

- Ellen Averill, Director of Marketing, Public Relations and Design Services, Tulsa Zoo

Taking the Deep Dive Into Engagement

- Laura Rieder, Director of Marketing and Advertising, Woodland Park Zoo

Up Close, More Personal

- Brooke Wardrop, Senior Director of Marketing and Communications, Zoo New England

Pun Intended

- Elena Bell, Marketing and Public Relations Manager, Akron Zoological Park



1:15 PM – 2:45 PM EDT

We're All in This Together: Multi-Disciplinary Collaboration to Maximize Animal and Human Health During a Pandemic

Track Sponsors:



In this session, representatives serving in a variety of roles across the zoo community will share their unique experiences in navigating the response to COVID-19. Presenters will demonstrate how every part of a facility's operations revolves around maintaining animal and human health, and discuss how new and existing networks were used to share expertise for the benefit of the larger zoological community. Participants will learn how creative thinking, collaboration, and whole community planning can be used to identify solutions to ongoing problems stemming from this pandemic and beyond. A panel discussion and Q&A will follow presentations.

Moderator: Ashley Zielinski, Operations Director, ZAHP, Association of Zoos and Aquariums

Zoo and Aquarium All Hazards Partnership

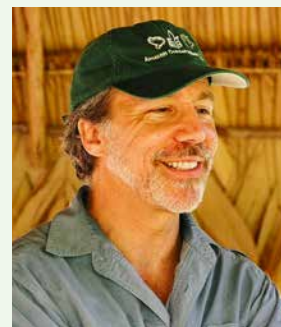
- *Zoo and Aquarium All Hazards Partnership:* Dr. Yvonne Nadler, Senior Veterinary Advisor, ZAHP
- *Role of Animal Health Committee:* Dr. Darin Collins, Director, Animal Health Programs, Woodland Park Zoo
- *Understanding the Impact of SARS-COV-2 on Animal Health:* Karen A. Terio DVM, Ph.D., DAVCP, Chief, Zoological Pathology Program, University of Illinois
- *So You Think You're Ready to Respond to a Widespread, Long-Term Crisis?:* Sue Wahlgren, Director, Cosley Zoo
- *The Registrar's Focus on Resiliency and Business Operations:* Rachél Watkins Rogers, Zoo Registrar and Records Coordinator, Zoo Miami
- *COVID-19 and Operations - How Do We Make the Work, Workable?:* Kelly Murphy, EMS Coordinator, Admin to Operations, North Carolina Zoo
- *Feeding Collections During COVID-19:* Mike Maslanka, Head of Nutrition Science, Smithsonian's National Zoological Park
- *The Executive Role in Pandemic Response:* Dr. Hayley Murphy, Deputy Director, Zoo Atlanta
- *Riding the Response Wave to Better Future Preparedness:* Dr. Victoria Hall, Patrick T. Redig Endowed Chair in Raptor and Ecosystem Health, The Raptor Center
- *One Health: We're All in This Together:* Dr. Sharon Deem, Director, Institute for Conservation Medicine, Saint Louis Zoo



3:00 PM – 3:45 PM EDT

General Session with Dr. Mark Plotkin

Dr. Plotkin is an ethnobotanist who serves as the President of the Amazon Conservation Team, which partners with indigenous peoples to protect traditional cultures and their rainforest homes. To date, ACT has partnered with over 60 tribes to map and improve management and protection of more than 80 million acres of ancestral rainforests. Though he has worked from Mexico to Argentina, most of his current research is focused on the northeast Amazon. The author of numerous books—including “Tales of a Shaman’s Apprentice,”—his most recent publication is “The Amazon – What Everyone Needs to Know,” from Oxford University Press. Educated at Harvard, Yale and Tufts, Plotkin is quick to point that his initial education in natural history was at the Audubon Park Zoo in his native New Orleans.



Dr. Mark Plotkin

Co-Founder and President
Amazon Conservation Team



4:00 PM – 5:00 PM EDT

Social Hour

Take a break, connect with peers, and meet-up with colleagues. You never know who you will run into.



5:15 PM – 6:15 PM EDT

The Buzz

Track Sponsors:



You don't want to miss this informal and enjoyable way to extend program learning into the evening. Curated by the Annual Conference Program Committee, this event will feature many short, individual talks presented in a new, interactive and fun format.

Moderator: Sean Devereaux, Director of Volunteer Engagement, Aquarium of the Pacific

*A Novel Approach to Assessing California sea lion (*Zalophus californianus*) Welfare*

- Madeline Winans, Graduate Student, The Ohio State University

A Zoowide Approach to Group Training

- Michelle Hanenburg, Pinniped Primary Keeper, Utah's Hogle Zoo

What's in a Name? How Using Clever Class Names Attracts Families with Young Children

- Dawn Moon, Community Programs Supervisor, Cheyenne Mountain Zoo

*Assessing The Impact Of Opening A New Exhibit On The Columbus Zoo And Aquarium's Animal Programs Black Footed Penguins (*Spheniscus demersus*)*

- Zach England, Graduate Research Assistant, The Ohio State University

*Evidence-Based Welfare Approach of Cheetahs (*Acinonyx jubatus*) at the Columbus Zoo and Aquarium*

- Brittany Fischer, Student, The Ohio State University

Bring Your Animals to Class: Tapping Regional Zoos and Aquariums for College-Level Instruction

- Dr. Kathleen Ritterbush, Assistant Professor, University of Utah; College of Mines & Earth Sciences; Department of Geology & Geophysics



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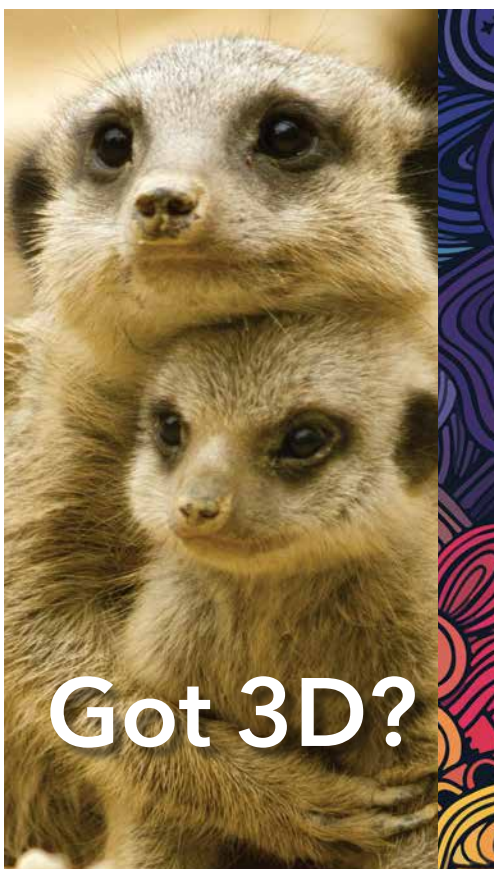


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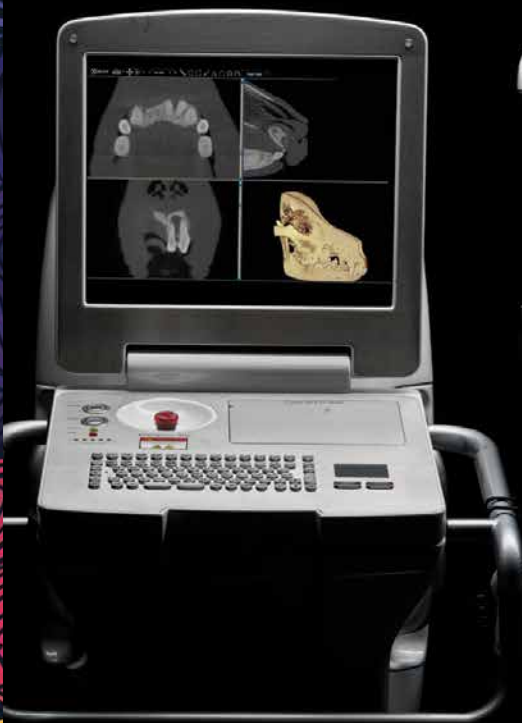
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PROGRAM SCHEDULE & SPECIAL EVENTS

TUESDAY, SEPTEMBER 15

Experience the wonder! At the Columbus Zoo and Aquarium, our mission is to lead and inspire by connecting people and wildlife. Since 2008, the Columbus Zoo has dedicated privately-raised funds to support research benefiting polar bears in the Arctic. The Columbus Zoo is also designated as an Arctic Ambassador Center by Polar Bears International.

© Graham S. Jones, Columbus Zoo and Aquarium

**ASSOCIATION
OF ZOOS &
AQUARIUMS**

TUESDAY, SEPTEMBER 15

10:15 AM – 10:45 AM EDT

Coffee Talks



11:00 AM – 12:00 PM EDT

General Session – Black Voices in Courageous Conversation on Racial Equity and Achieving our Mission

Join colleagues and guests as we bring together Black Voices from across the zoo and aquarium and conservation field to engage in courageous conversation on how racial inequity and injustice shows up in our field and how a sustained commitment to diversity, equity, access, and inclusion is critical to our achieving our missions.

**Denise M. Verret**

Chief Executive Officer and
Zoo Director
Los Angeles Zoo and
Botanical Gardens
Moderator

**Symone Johnson Barkley**

Manager of Education
Programs
National Aquarium

**Corina Newsome**

Community Engagement
Manager
Georgia Audubon

**Tony Smith**

Regional Vice President
SSA Group

**Lamar Gore**

Refuge Manager
John Heinz National Wildlife
Refuge

SYMBOL KEY

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.



Animal Management, Health & Welfare



Development/Fundraising & Membership



Networking & Idea Sharing



Aquarium Affairs



Education



Public Relations & Marketing



Business Operations



Exhibit Hall LIVE!



Trends & More



Conservation



General Sessions



Volunteer & Intern Engagement

CONCURRENT SESSIONS 12:15 PM - 1:45 PM EDT



12:15 PM - 1:45 PM EDT

Adapting and Evolving During COVID-19: Reigniting Collaboration Among AZA Institutions, NGO's and Conservation Commerce Programs

This engaging session will focus on adaption and evolution, and how they translate and connect to the vital efforts of conservation. From the wild with field conservation programs and NGO efforts, to at home with zoo and aquarium conservation, education, conservation commerce and related guest facing operations. Our panel includes key leadership from zoo animal husbandry, education and conservation departments, NGO partners, as well as guest facing conservation relations. They will provide candid insight into how COVID-19 only amplified their efforts in driving conservation programs for their organization.

Moderator: Andrew Fischer, Vice President Sustainability & Conservation, SSA Group

AZA - NGO - Field Conservation - Building a Healthier Livelihood with Conservation Commerce

- Dr. Lisa Dabek, Senior Conservation Scientist, Woodland Park Zoo

Conservation Education - How Can an Evolved NGO Partnership Fill the Gap

- Dr. James Danoff-Burg, Director of Conservation Engagement and Learning, The Living Desert Zoo and Gardens

NGO Leadership - Evolution of Ocean Conservation During COVID-19

- Paul Cox, Managing Director, Shark Trust

NGO - Zoo Connection and Partnership - Cultivating Commerce Collaboration

- Marissa Niranjani, Deputy Director, Snow Leopard Trust

NGO - Zoo Partners - Development During Uncertain Times

- Terrance Fleming, Development Manager, Red Panda Network

New Approaches for Conservation Commerce Engagement

- Adam Senior, Managing Director, CREW.UK



12:15 PM - 1:45 PM EDT

Building an Agenda for Social Science Research



Track Sponsors:



nassal



Join the discussion about the five research questions that have been identified to guide AZA's 2020-30 Social Science Research Agenda! We will summarize the social science research goals that member institutions have been working towards since 2010 and review AZA's process to identify opportunity for growth in these areas of inquiry. Participants will join a small group discussion to ask questions regarding the 5 research areas and discuss how their institution could consider them in their own research agenda. We will ask for feedback to identify next steps in the effective implementation of the AZA's 2020-30 Social Science Research Agenda.

Moderator: Dr. Jackie Ogden, Consultant, Zoo Advisors

Considering Social Justice and Societal Norms

- Dr. Kayla Cranston, Director of Conservation Psychology Strategy and Integration, Antioch University

Social Science for Social Change

- Dr. Jackie Ogden, Consultant, Zoo Advisors

Moving Forward Together

- Dr. Joy Kubarek, Co-Founder and Partner, Inform Evaluation & Research

Conservation and the Whole Person

- Vicki Searles, Director of Conservation Education, Cleveland Metroparks Zoo



12:15 PM – 1:45 PM EDT

**Community Building in Adverse Conditions:
Tools You Can Use!**

In these challenging times, it is critical to leverage our limited resources to support our institutions and our communities. By strengthening our communities, we build a network of support for our institutions during hard times. It can be challenging to know where to begin—how do you define “community”? What is the most important connection to build first? Which communities are within your reach in your specific role? Join us as we discuss the tools and resources needed to identify, create, and sustain connections to your community.

Moderator: Rebecca Hughes, Education Volunteer Supervisor, The Florida Aquarium

Volunteer Leaders: Expanding Communication and Engagement

- James Bluher, Volunteer Services Manager, Cleveland Metroparks Zoo

Volunteer Leaders: Expanding Communication and Engagement

- Karie Hajek, Volunteer Services Specialist, Cleveland Metroparks Zoo

CHASEing the Dream: How One Volunteer Changed an Organization

- Dan Radley, Volunteer Coordinator, North Carolina Aquarium at Fort Fisher

Leveraging Partnerships to Meaningfully Engage Your Community

- Beth Markowitz, Director of Volunteer Engagement, National Aquarium

Creating Connections During Crisis

- Cassandra Davis, Education Volunteer Coordinator, Aquarium of the Pacific



12:15 PM – 1:45 PM EDT

**Diving into Conservation – Community Involvement
in Aquatic Based Field Conservation**

Conservation begins in the community. Each panelist have successful conservation programs that involve the local people and communities in the range countries. Grassroots conservation creates local support and puts money into the economy while protecting the species and the environment.

Moderator: Ric Urban, Vice President of Animal Care & Conservation, Mississippi Aquarium

Saving a Species in an Unconventional Manner

- Suzanne Smith, CEO, Amazon River Dolphin Conservation Foundation (ARDCF)

Project Piaba – Buy a Fish, Save a Tree

- Jackie Anderson, Educational Materials Coordinator, Project Piaba

Saving the Giant River Otter

- Christina Ward, CEO, Save the Giants (STG)

Giving Coral Reefs a Future – SECORE

- Mitch Carl, Curator of Aquatics, SECORE Zoo and Aquarium Advisory Board – Omaha’s Henry Doorly Zoo and Aquarium



12:15 PM – 1:45 PM EDT

**Member Cards – Searching for the Elusive Answer
That Is Easy for Us and Easy for Our Members!****Track Sponsors:****Schultz & Williams**

Powering Missions That Matter™

Membership cards serve many purposes—they’re used to redeem free admission/benefits, they’re used to grant discounts at reciprocal partners, they’re a tangible reminder that our organizations exist every time our members open their wallets! We all need membership cards, but producing and delivering them can be costly and fraught with logistical challenges. Journey with us to find the elusive best fit that serves our missions and protects our sanity!

Moderator: Sarah Scates, Membership Manager, Oakland Zoo

Back to Front – How We Transitioned Our Fulfillment Process

- Mindy Kashiwagi, Director of Membership, California Academy of Sciences

Offsite and Fully Sustainable Fulfillment

- Monique Jacobs, Riverbanks Society Director, Riverbanks Zoo & Garden

Digital Member Cards with Apple Wallet and Android Pass

- Mr. Ash Harris, Vice President of Guest Experience, San Antonio Zoological Society



12:15 PM – 1:45 PM EDT

Navigating the Leadership Journey

Track Sponsors:



Through story telling leaders will share their journeys and advice on navigating barriers they faced including family/career balance, authentic leadership, and discrimination. A moderated discussion will dig deeper into these issues, strategies for moving through them, and ways we can all dismantle these barriers for the future.

Moderator: Amy Rutherford, Director, Professional Development & Education, Association of Zoos and Aquariums

Additional Considerations as an African American Woman

- Dr. Jo-Elle Mogerman, Director, North Campus, Saint Louis Zoo

Determining If Senior Leadership Is Right for You

- Megan Ross, Zoo Director, Lincoln Park Zoo

The Impact of Family

- Dr. Hayley Murphy, Deputy Director, Zoo Atlanta

The Immigrant Experience

- Wei Ying Wong

Navigating the Journey

- Lori Perkins, Deputy Director, Birmingham Zoo



12:15 PM – 1:45 PM EDT

Resiliency and Optimism: Leaning in to our Mission's Future

During challenging times we are often able to focus and learn at a faster pace than our "normal" allows. We must change our thinking from problem to solution, and from despair to hope and optimism in order to succeed. Speakers will share how the lessons learned through the global pandemic allowed their institutions to continue to focus on mission, while engaging new audiences and supporting staff through unprecedented challenges.

Moderator: Allison Price, Director of Learning Experiences, Lincoln Park Zoo

Adaptive Strategies for Delivering Our Mission; Finding Our 'North Star'

- Debbi Stone, VP of Learning, The Florida Aquarium

The Lesson Is In How Well We Listen

- Samantha Norton, Senior Director of Learning Programs, John G. Shedd Aquarium

Leading with an Empathetic Frame to Online Community Engagement

- Dr. Sarah Thomas, Head of Conservation Advocacy and Engagement, Auckland Zoo

Aligning your Perspective and Finding the Good

- Windy Arey-Kent, Education Curator, North Carolina Aquarium at Pine Knoll Shores



12:15 PM – 1:45 PM EDT

Supporting Staff Mental Well Being in AZA Zoos and Aquariums: Part 1: Awareness and Proactive Strategies for Overall Mental Well Being

Track Sponsors:



COVID impacted us all, challenging us to our very core. Layoffs, furloughs, massive cuts and "survivors," mental health concerns in our AZA family became painfully obvious as we all navigated these uncharted waters. Were you prepared? Are you prepared for another COVID-like event? What is the current mental health status of your organization? Regardless of your role, join us in part one in a two part series discussing Mental health in AZA zoos and aquariums. Learn what mental health concerns are impacting AZA organizations, ways to assess your organization's current mental health and strategies for preparing for future events.

Moderator: Christine Eckles, Chief Engagement Officer, Blank Park Zoo

Constructing a Clear Understanding of Compassion Fatigue, Burnout and Cumulative Stress and the Destructive Impact It is Having in the AZA Industry

- Cindy Krosky, CSP, LCSW, President, Achieving Corporate Excellence, Inc

From the Greatest Generation to the Tik Tok Generation: Understanding Team Member Engagement, Burnout, and Belonging in AZA Institutions

- Carson Jones, Animal Care Professional II, Elephants, Birmingham Zoo

You Can't Leave it in the Parking Lot – Helping Employees Be their Best Self at Home & Work will also Benefit your Organization

- Jeff Walton, Human Resources Director, Cincinnati Zoo

Burnout to Re-ignited: Strategies for Staying Grounded in Your Passion and Purpose in Unsettling Times

- Shannon McKinney, Director of Animal Care, Blank Park Zoo



12:15 PM – 1:45 PM EDT

The SSP at 40: Using Trends and Data to Guide the Way We Re-Imagine Cooperative Population Management

Track Sponsors:



Without broad, sweeping change to AZA Animal Programs, practices, and resource allocation, many species will fail to exist in zoos and aquariums. Our community needs an Animal Program framework that supports cooperatively managed populations that are tied to and serve measurable and attainable goals. This session will describe the scientific approaches and data analyses being used to re-imagine the current SSP framework, guide allocation of resources among Animal Programs and enhance population management among AZA zoos and aquariums.

Moderator: Stacey Johnson, Corporate Director of Conservation and Research, San Diego Zoo Global

Trends in Zoo and Aquarium Populations Through the SSP Program

- Dr. Megan Brown, Director of Population Management Strategy, Association of Zoos and Aquariums

Who's Driving the Trends in Our Animal Populations? An Analysis of The Species Within AZA Zoos and Aquariums

- Jeff Sailer, President/CEO, Toledo Zoo

Animal Management Priorities in Zoos & Aquariums for The Future: Impressions from The Public and Zoo & Aquarium Professionals

- Dr. David Powell, Director of Research Department of Reproductive & Behavioral Sciences, Saint Louis Zoo

A Plan for Re-Imagining the SSP Program

- Hollie Colahan, Vice President of Living Collections, Birmingham Zoo



1:45 PM – 2:45 PM EDT

Exhibit Hall LIVE!

Spend time exploring the many product and service providers in the Exhibit Hall LIVE! section of the agenda. Each exhibitor has provided information about their organization, including the opportunity to chat live with a representative.

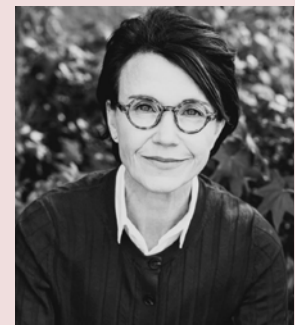


3:00 PM – 3:45 PM EDT

General Session with Dr. B.N. Horowitz

B.N. Horowitz, M.D., is on the faculty of Harvard Medical School, the Harvard Department of Human Evolutionary Biology and the David Geffen School of Medicine at UCLA. Her research focuses on the natural world as a source of insights into human pathology and developmental challenges. Her New York Times bestseller, *Zoobiquity*, was a Finalist in the American Association for the Advancement of Science Excellence in Science Books Award, a Smithsonian Top Book of 2012 and a Discover Magazine Best Book of the Year. It has been translated into seven languages and has been chosen as Common Read at universities across the country. The Nobel Assembly selected *Zoobiquity's* theme of bio-inspired medicine for its 2019 Nobel Conference. Invited as Keynote Speaker, Dr. Horowitz opened the conference with her address at the Nobel Forum in Stockholm, Sweden.

She is the founder of the Zoobiquity Conference series and President of the International Society for Evolution, Medicine and Public Health. Her newly published book, *Wildhood*, uses the evolutionary biology, neuroscience and animal behavior to explore the species-spanning challenges of growing up.



B.N. Horowitz, M.D.

Harvard Medical School
Harvard Department of
Human Evolutionary Biology
David Geffen School of
Medicine at UCLA



4:00 PM – 5:00 PM EDT

Community Conversations

Your chance to hear more from our General Session guest speakers. Take a deeper dive into important topics and ideas. Join the Community Conversations to chat with:

- Black Voices Panelists: Symone Johnson Barkley, Corina Newsome, Tony Smith, and Lamar Gore
- Keynote Speaker, Dr. Mark Plotkin
- Keynote Speaker, Dr. B.N. Horowitz



GUEST EXPERIENCE SOLUTIONS FOR THE NEW NORMAL

- ✿ *Send pre-visit messages with an integrated CRM*
- ✿ *Pre-sell timed and capacity tickets online*
- ✿ *Contactless admission control at the gate*
- ✿ *Maximize your retail and F&B revenue*
- ✿ *Get capacity forecasting and financial reports*
- ✿ *Follow-up post-visit with that same CRM*

[Chat With Us](#)

CONCURRENT SESSIONS 5:15 PM – 6:15 PM EDT



5:15 PM – 6:15 PM EDT

Community Volunteer Driven Membership Drive**Track Sponsor:** **Schultz & Williams**

Powering Missions That Matter™

Over the last 48 years, Omaha's Zoo has developed a unique membership drive. Each year over 500 businesses in Omaha and the surrounding community participate and over 650 volunteer help to market and sell Zoo memberships. This drive is different than other corporate membership programs in that participating companies do not receive discounts on memberships. All in all, the format of the Omaha Zoo membership drive allows them to sell over 50% of their annual memberships in just 5 weeks. Learn how they have created and harnessed the power of volunteers to keep their costs to acquire a membership low.

Moderator: Sara Fox, Membership Manager, Omaha's Henry Doorly Zoo & Aquarium

Interviewer for Discussion

- Jason Orlando, Director of Operations, Cleveland Zoological Society



5:15 PM – 6:15 PM EDT

Competent Crisis Control: #leadershipmatters #scienceisimportant**Track Sponsors:**

#leadershipmatters #scienceisimportant Competent crisis management needs leaders who value (and are not threatened by) subject matter experts. Leaders using science to drive decisions and actions, emphasizing communication and collaboration across all lines of business, and caring about both animals and staff allowed for successful management of an animal health crisis and of the physical and emotional fatigue felt by the staff.

Moderator: Dr. Geoff Pye, Animal Health Director, Disney's Animal Kingdom

Leading with Transparency and Trust in A Crisis: Effective Communication and Collaboration

- Dr. Scott Terrell, Director, Animal and Science Operations, Disney's Animals, Science, and Environment

Trusting the Science in a Crisis: Strategic Decision Making and Actions

- Dr. Geoff Pye, Animal Health Director, Disney's Animal Kingdom

Don't Forget the People: Supporting the Staff During an Animal Health Crisis

- Dr. Beth Nolan, Veterinary Operations Manager, Disney's Animal Kingdom



5:15 PM – 6:15 PM EDT

Disrupting the Norm: How a Pandemic has Made Our Organizations More Nimble

This past year the world was forced to find a new normal. What did that mean for zoos and aquariums? Join a panel of diverse disciplines while they highlight the silver lining of surviving a pandemic. Discover how they used this time to innovate, break down barriers and expand audiences while adhering to best practices. Explore how to find clarity among chaos. Leave with the confidence of feeling prepared for whatever the future may hold.

Moderators: Andrew Schucker, Senior Operations Manager – Volunteer Services, San Diego Zoo Safari Park
Lisa Ostrego, Director of Guest Engagement, John G. Shedd Aquarium

Rethinking the Dynamic World of Volunteer Training and Engagement

- Andrew Schucker, Senior Operations Manager – Volunteer Services, San Diego Zoo Safari Park
- Lori Scott, Operations Supervisor – Volunteer Services, San Diego Zoo Safari Park

Shifting Plastic Free July Strategy so that Teen Volunteers and Existing Grant Could Support Efforts

- Kerrie Kovalski, Vice President of Education, Interpretation, and Volunteer Programs, The Maryland Zoo in Baltimore
- Neha Tripathi, Senior at Hereford High School, Recording Secretary, Maryland Zoo's Teen Leadership Council

Conservation: Not Canceled – Internships in a Pandemic

- Julie Bates, Director, Volunteer Services, Dallas Zoo
- Calvin Leischner, Summer Intern, Dallas Zoo

Supporting Stewardship During a Pandemic

- Lisa Ostrego, Director of Guest Engagement, John G. Shedd Aquarium
- Jaclyn Wegner, Director of Conservation Action, John G. Shedd Aquarium



5:15 PM – 6:15 PM EDT

Increase Visitor Engagement thru Play**Track Sponsors:**

The zoo and aquarium community continue to seek out new experiences that complement and enhance the visitor experience. Join us as we explore the benefits of utilizing Play as a worthy counterpart to live animal exhibits. Iconic play features (both indoor and outdoor) have the ability to increase dwell time, enhance the visibility to your brand, and stimulate visitor engagement.

Moderator: Allen Boerger, Partner/COO, Roto

Developing Empathy and Life-Long Stewards of Wildlife Through Play

- Elizabeth Mulkerrin, Vice President of Education, Omaha's Henry Doorly Zoo & Aquarium

Engagement + Experiences + Education = Record Breaking Attendance

- John Chapo, Director, Lincoln Children's Zoo

Kids' Trek Play Area at Northwest Trek Wildlife Park

- Rick Dietz, Deputy Director, Northwest Trek Wildlife Park



5:15 PM – 6:15 PM EDT

Prepping Keepers for Interviews

Earned media is still a 'free' opportunity to reach new audiences and share new messages or strengthen existing ones. This session will cover how to get keepers familiar with the various formats of interviews available and how to prepare speaking points that will help direct reporters and keep your messaging consistent.

Moderator: Rachel Wright, Public Relations and Social Media Manager, Cheyenne Mountain Zoo



5:15 PM – 6:15 PM EDT

Reaching Past the Barriers: Accounting for Implicit Biases in Planning and Program Design**Track Sponsors:**

Looking to increase diversity and inclusion efforts at your zoo or aquarium? This session looks at the impacts of implicit biases on the planning and design processes from the individual to the organizational level. Participants will leave with the awareness and resources to identify and mitigate implicit biases in order to make our programs, policies, and spaces more inclusive and welcoming for our users.

Moderator: Jennifer Garica, Education Program Coordinator, Greenville Zoo



5:15 PM – 6:15 PM EDT

Beyond Palm Oil Boycott: A New Approach to Consumer Awareness

As leading conservation organizations, zoos and aquariums are poised better than anyone to bridge the link between consumers and wildlife conservation. While we are asking our visitors to change their behaviors around palm oil, what are we asking of our own institutions? In this session, we will share the experience of zoos on this topic; discuss certification and how zoos can engage with RSPO; and what are the opportunities to engage with corporations at the forefront of palm oil.

Moderator: Dr. Marc Ancrenaz, Scientific Director, HUTAN – Kinabatangan Orang-utan Conservation Program

Panelists

- Cameron Plese, US Representative, Roundtable on Sustainable Palm Oil
- Tracey Gazibara, VP of Development & Marketing, Cheyenne Mountain Zoo
- Shervin Hess, Wildlife Advocacy Program Manager, Oregon Zoo
- Nette Pletcher, Conservation Education Consultant, Beez Kneez Creative
- Katie Thomason, Senior Coordinator Sustainable Palm Oil Markets, Conservation International



5:15 PM – 6:15 PM EDT

Smoke on The Water: A Rapid-FIRE Session on the AZA-FRTRP

Rapid FIRE session and discussion on CORAL Conservation: Communicating Coral Conservation. How one facility's approach to holding may be unique but an example to others with limited staff, budget and space. What wasn't expected—commitment and benefits. The COST of coral conservation. Coral Curiosities – Things we didn't know we needed to know before being coral foster parents. How to get to "yes" for coral conservation.

Moderator: Beth Firchau, AZA-FRTRP Project Coordinator, Association of Zoos and Aquariums

Coral Conservation: Investment and Benefits

- Jennifer Rawlings, Aquarium Curator, Riverbanks Zoo and Gardens

Small Space Conservation – Making Every Square Foot Count

- Nikki Grandinetti, General Curator, Adventure Aquarium

continued

The Unexpected: What We Didn't Know We Needed To Know Before Becoming Coral Foster Parents

- Sara Stevens, Aquatics Manager, Butterfly Pavilion

How To Get To "Yes" and Making It Work With What You Have

- Greg Whittaker, Animal Husbandry Manager, Rainforest & Aquarium at Moody Gardens, Inc.



5:15 PM – 6:15 PM EDT

Supporting Staff Mental Well Being in AZA Zoos and Aquariums: Part 2: Building Resiliency, Increasing Resistance, and Improving Recovery

Track Sponsors:



Mental health, Well-being, and Mindfulness have begun to be discussed more significantly over the last couple of years. The reason is obvious; more people in the zoo and aquarium industry are experiencing the effects of compassion fatigue, burnout, animal loss, and trauma. This part 2 session welcomes all staffing levels to join in learning more about self-care and identifying healthy vs. unhealthy habits. The audience should walk away with new knowledge, helpful tools, and how to find resources that are beneficial. We will focus on building resiliency, increasing resistance, and improving recovery for the individual, the team, and the organization.

Moderator: Jeff Halter, Director of Animal Collections, Cheyenne Mountain Zoo

Getting to the Heart of the Matter: Understand How to Provide Psychological First Aid Before, During or After an Event

- Cindy Krosky, CSP, LCSW, President, Achieving Corporate Excellence, Inc

Living Through The Crisis

- Erin McNally, Relief Licensed Veterinary Technician – Zoos/Aquariums



5:15 PM – 6:15 PM EDT

Using Marketing-Driven, Subscriber-Based Guest Engagement Platform to Drive Revenue

How marketing can create out-of-the-box programming opportunities to serve both the Zoo's interests in revenue generation, brand-marketing, and developmental support. Seeing the popularity of a mainstream idea like live-streaming on Facebook, and then taking that concept a step further by creating a proprietary platform and producing a fully-formed, exclusive, subscriber-paid daily live broadcast—with interactive capability. We'll discuss the challenges, benefits, and lessons learned from our experience. "Behind the Scenes – Live & Interactive!" at Oakland Zoo was created during the COVID-19 "Shelter in Place" order.

Moderator: Erin Harrison, VP, Marketing & Communications, Oakland Zoo

Panelists

- Reuben Maness, Senior Manager, Multimedia, Oakland Zoo
- Daniel Flynn, Marketing Associate, Oakland Zoo
- Isabella Linares, Marketing Assistant, Oakland Zoo



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PROGRAM SCHEDULE & SPECIAL EVENTS

WEDNESDAY, SEPTEMBER 16

Zoo and aquarium professionals like to be a head above the rest in making an impact!

Did You Know? The Columbus Zoo and Aquarium and the Cheyenne Mountain Zoo are the co-founders of the giraffe plasma back and, along with several other collaborating zoos, work to consistently collect large volumes of plasma from giraffes to send to animals in need of a transfusion.

© Graham S. Jones, Columbus Zoo and Aquarium

**ASSOCIATION
OF ZOOS &
AQUARIUMS**

WEDNESDAY, SEPTEMBER 16

10:15 AM – 10:45 AM EDT

Coffee Talks



11:00 AM – 12:00 PM EDT

General Session – Honors and Awards

Recognize colleagues as the Chair of the Board, Dr. Chris Kuhar presents this year's service awards and Accreditation report.

Sue Chin, Chair of the Honors & Awards Committee will announce the winners of the following awards:

- Volunteer Engagement Award
- Green Award
- Angela Peterson Diversity Award
- Excellence in Marketing Award
- Education Award
- Research Award (**NEW AWARD**)
- Edward H. Bean Award
- North American Conservation Award
- William G. Conway International Conservation Award
- Exhibit Award

Sponsored By:



Susan Chin, FAIA

Vice President of Planning and Design and Chief Architect

Exhibition and Graphic Arts Department

Wildlife Conservation Society



12:15 PM – 1:45 PM EDT

Idea Sharing Chats/Roundtables

Explore topics and chat virtually with colleagues. Visit virtual.aza.org for a list of Roundtable Topics.

SYMBOL KEY

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.



Animal Management, Health & Welfare



Development/Fundraising & Membership



Networking & Idea Sharing



Aquarium Affairs



Education



Public Relations & Marketing



Business Operations



Exhibit Hall LIVE!



Trends & More



Conservation



General Sessions



Volunteer & Intern Engagement

CONCURRENT SESSIONS 2:00 PM – 3:30 PM EDT



2:00 PM – 3:30 PM EDT

Making Conservation Behavior Change Possible: Stories and Advice to Keep Moving Forward



This session will discuss how community-based social marketing (CBSM) can be adopted for use in zoos and aquariums, the variety of programming it can be applied to, and examples of the process in action at the Woodland Park Zoo and Houston Zoo. We will also discuss the practical strengths and challenges when incorporating CBSM and how the process can be adapted when unforeseen events (e.g., a global pandemic) radically shift capacity, expectations, and goals.

Moderator: Nicolette Canzoneri, Conservation Behavior Coordinator, Action Research

Dodge, Duck, Dip, Dive: The Flexibility of Data-Driven Programs

- Nicolette Canzoneri, Conservation Behavior Coordinator, Action Research

Cruising Towards Behavior Change: Our Introduction to Applying Community-Based Social Marketing at Woodland Park Zoo

- Mary Jackson, Audience Research Supervisor, Woodland Park Zoo

Bringing Partners to the Table: Leveraging Internal and External Relationships to Champion Behavior Change

- Kerston Swartz, Director of Public Affairs & Advocacy, Woodland Park Zoo

Using Elements of Community Based Social Marketing to Encourage Behavior Change in Zoo Staff

- Autumn Russell, Director of Education, Akron Zoological Park



2:00 PM – 3:30 PM EDT

AZA Government Affairs Initiatives in a Post-COVID-19 World

Track Sponsors:



We don't know what the future holds in a post-COVID world, especially from a government affairs perspective but this session will examine a number of non-legislative, non-regulatory challenges and opportunities that are before the AZA community. This session will include topics such as: endangered species care/recovery/reintroduction, disaster preparation/response, air transport of zoological animals, zoo-parks partnerships, coral rescue, and wildlife confiscations at the ports and borders.

Moderator: Steve Olson, Senior Vice President, Government Affairs, Association of Zoos and Aquariums

Air Transport

- Frank Kohn, Biologist – CITES Specialist, US Fish & Wildlife Service

Endangered Species: Recovery and Reintroduction/Wildlife Confiscations

- Steve Olson, Senior Vice President, Government Affairs, Association of Zoos and Aquariums

Florida Reef Tract Rescue Project

- Beth Firchau, AZA-FRTRP Project Coordinator, Association of Zoos and Aquariums

Zoo-Parks Partnership

- Julie Anton Randall, America's Keystone Wildlife Project Leader, Eco Mare Terra International LLC



2:00 PM – 3:30 PM EDT

Aquatic Populations Sustainability in Your Aquariums

As professionals in aquariums and zoos, it is our obligation to understand the challenges before us in both the terrestrial and aquatic populations. Then we can be ready but also assist with common issues or learn from each other's successes. In addition to the growth of aquariums, zoos have been increasing their aquatic exhibits to compliment a water feature or including multi exhibit buildings that feature, freshwater, marine and invertebrate species. The Aquatic Sustainability Committee has been focused on developing tools and resources to assist the community.

Moderator: Adrienne Rowland, Director, Shark Reef Aquarium at Mandalay Bay

Aquatic Welfare & Longevity

- Dr. Leigh Clayton, VP of Animal Care, New England Aquarium

Larval Programs

- Hap Fatzinger, Director, North Carolina Aquariums

Sustainable Management and the ICP

- Kevin Curlee, Animal Operations Manager, Disney's The Seas

Ethical Acquisitions of your Aquatic Species

- George Parsons, Curator, John G. Shedd Aquarium



2:00 PM – 3:30 PM EDT

Business Planning for Uncertainty**Track Sponsors:**

As noted philosopher and occasional baseball player Yogi Berra once said, "It is tough to make predictions, especially about the future." 2020 has shown us the speed with which an unpredictable event can set us on a wildly new course. In this round-table style discussion, we'll discuss perspectives on and strategies for medium and long-range business and financial planning for uncertainty. We'll hear from some of the brightest minds in the industry about not just how they're managing through the current crisis, but about how they're preparing for the next one, whatever it might be.

Moderator: Zachary Winfield, Vice President, Zoo Advisors

Panelists

- Frank Fieseler, Chief Financial Officer, Brevard Zoo
- Bonnie Mendoza, EVP & CFO, Phoenix Zoo
- Valerie Krueger, Senior Director of Finance, Woodland Park Zoo
- Gary Siddall, Executive Director, Aquarium of Niagara



2:00 PM – 3:30 PM EDT

Combating Wildlife Trafficking in a COVID-19 World

The Association of Zoos and Aquariums (AZA) recognizes that wildlife trafficking is an international crisis that has devastating impacts for both animals and humans. Wildlife trafficking, which is fueled by an unprecedented global demand for wildlife and wildlife products, is a significant threat to wildlife, driving many threatened and endangered animal species to the brink of extinction, and negatively impacts the earth's biodiversity. Furthermore, wildlife trafficking poses risks to human health and welfare, damages the global economy, and fuels transnational criminal networks and government corruption. With approximately 200 million annual visitors and extensive conservation projects across the globe, AZA-accredited zoos and aquariums are well positioned to play a critical role to reduce—and eventually end—wildlife trafficking. This session will explore the new challenges and opportunities presented because of the heightened global awareness about human, wildlife and ecosystem health and the impacts of illegal wildlife trade. This session was created in tandem with the proposed wildlife trafficking session in the education track, with the intent to highlight some of the efforts of zoos and aquariums, other organizations, and government partners.

Moderator: Sara Walker, Senior Advisor on Wildlife Trafficking, Association of Zoos and Aquariums

Wildlife Confiscations Network

- Michael Mace, Corporate Director of Animal Collections, San Diego Zoo Global

continued

2:00 PM – 3:30 PM EDT

Best of Marketing – Rapid Fire

The most intriguing, impactful, and successful marketing campaigns from AZA institutions will be presented in this rapid-fire session. Learn about the creative strategies and big ideas that worked for other aquariums and zoos that you can put to work in your own marketing efforts.

Moderator: Ryan Bickel, Chief Marketing Officer, Blank Park Zoo

Kids Love the Zoo

- Kaiti Chritz, Communications Manager, Potter Park Zoo

Audubon Zoo Lions: The Roar Returns

- Katie Smith, Vice President of Marketing, Audubon Zoo

Reconnect with Nature

- Jenny Koch, Marketing Director, Cheyenne Mountain Zoo

OKC Zoo's Sip & Stroll

- Greg Heanue, Chief Marketing Officer, Oklahoma City Zoo

Stories from the Field: A Wildlife Confiscations Case Study

- Rick Hudson, President, Turtle Survival Alliance

Wildlife Trafficking and One Health

- Dr. Sharon Deem, Director, Institute for Conservation Medicine, Saint Louis Zoo

Stories from the Field: At the Intersection of Human and Animal Health

- Dr. Christian Walzer, Director of Global Health, Wildlife Conservation Society

Telling the Right Story and Igniting Public Action

- Kym Gopp, Curator of Conservation, Cleveland Metroparks Zoo

Stories from the Field: Changing Behaviors to Protect Wildlife

- Quyen Vu, Founder & Executive Director, Education for Nature Vietnam



2:00 PM – 3:30 PM EDT

Making Lemonade: Getting Creative with Behavior Management During Facility Closures**Track Sponsors:**

What do you do when life hands you lemons and closes down your zoo or aquarium due to a scary pandemic? Make lemonade! Learn how we used creativity and flexibility to create behavior management opportunities across a wide range of facilities. If not for this situation, we may never have been able to develop or try some of these ideas. These strategies for focusing on behavior management will help facilities provide optimal care for animals.

Moderator: Melissa Nelson Slater, Assistant Curator of Behavioral Husbandry, Bronx Zoo/Wildlife Conservation Society

Focusing on Behavior Management Opportunities During Operational Changes

- Angela Miller, Behavioral Husbandry Zoological Manager, Disney's Animal Kingdom

Through the Looking Glass: Behavioral Monitoring in Unpredictable Situations

- Kimberly Leser, Behavioral Husbandry and Welfare Manager, Oklahoma City Zoo

Did the Animals Notice When the World Shut Down?

- Stephanie Chandler, Behavioral Husbandry Manager, Akron Zoological Park

Keeping It Together When Everything Falls Apart

- Rachel Salant, Curator, Behavioral Husbandry & Ambassador Animals, Woodland Park Zoo

Maintaining Priority Behaviors in a Crisis to Prevent a Crisis

- Nicki Boyd, Associate Curator of Behavioral Husbandry, San Diego Zoo

So What? Turning Anecdotes into Actions

- Dr. Bonnie Baird, Animal Welfare Scientist, Woodland Park Zoo



2:00 PM – 3:30 PM EDT

Shifting Organizational Mindsets about Community Engagement**Track Sponsors:**

Effective community engagement is truly about a process, one that involves listening, understanding, relationship building and co-development, and is intentionally grounded in inclusion and equity. Sustainably applying this process within our departments, organizations, and industry requires a shift in mindset. In doing so, we are able to implement both relevant and relatable projects, programs and initiatives that best meet the needs and interests of our communities. In this session, you will hear from several institutions about their community engagement journeys, their successes and challenges, and next steps for maintaining and growing their efforts.

Moderator: Dr. Jo-Elle Mogerman, Director, North Campus, Saint Louis Zoo

Community Co-Design of Educational Programming with an Undeveloped Zoological Park

- Amy Niedbalski, Director, Conservation Audience Research & Evaluation, Saint Louis Zoo

Institutional Commitment to a Culture of Inclusion and Equity

- Curtis Bennett, Director of Equity & Community Engagement, National Aquarium

King Conservation Leadership Academy

- Sarah Breen Bartecki, Senior Vice President of Conservation Programs, Research, and Funding, Chicago Zoological Society – Brookfield Zoo

Authentic Community Engagement As Part of Organizational Mission

- Jess Kohring, Manager of Inclusion and Community Partnerships, Los Angeles Zoo & Botanical Gardens



2:00 PM – 3:30 PM EDT

Strategies for Communication and Coaching: Tools, Resources, Effective Techniques for Managing Conflicting or Divergent Styles in the Workplace

In a world of varying personalities and workplace environments, managers often need to develop diverse strategies of communication and coaching to develop cohesive effective teams. In this session, we'll investigate real world examples of conflicted workplaces and what resources & techniques can be used to guide teams to peace & success.

Moderator: Chris Corpus, Conservation Programs Manager, Dallas Zoo

Wait, Which Door Is It Again? Entering the Conflict House

- Rebecca Hughes, Education Volunteer Supervisor, The Florida Aquarium

Fear Not! Using Empathy, Compassion, and Nonviolent Communication Tools to Create Positive, Supportive Teams

- Misha Body, Director of Husbandry, California Science Center

Be Courageous and Lean In

- Kimm Fox-Middleton, Manager of Inspiration & Connection, Oregon Zoo



2:00 PM – 3:30 PM EDT

Working Together to Create a Culture of Philanthropy

Track Sponsor: **Schultz & Williams**

Powering Missions That Matter™

In the past philanthropy was the “icing of the cake” for your revenue plan. Now, philanthropic support is no longer a luxury, but an essential ingredient for the success of your organization and its mission. Everyone in an organization plays a role in philanthropy – either helping to raise money or creating obstacles. Hear from Development, Finance, Marketing and Guest Services professionals on how to balance priorities and to encourage collaboration to create a culture of philanthropy in your organization.

Moderator: Pamela Holtz, Chief Development Officer, Akron Zoological Park

Panelists

- Melissa Reed, Vice President of Finance, Akron Zoological Park
- Lillian Dypold Bui, Director of Giving & Resource Development, Pueblo Zoo
- Jacqueline Bowie, Donor Relations Director, National Aquarium



3:30 PM – 5:00 PM EDT

Exhibit Hall LIVE! and Social Hour

Extend your time with exhibitors and make time to view their services. Hear about giveaways and don't forget to place bids in the silent auction!



5:15 PM – 6:15 PM EDT

The Buzz

Track Sponsors:

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You don't want to miss this informal and enjoyable way to extend program learning into the evening. Curated by the Annual Conference Program Committee, this event will feature many short, individual talks presented in a new, interactive and fun format.

Moderator: Sean Devereaux, Director of Volunteer Engagement, Aquarium of the Pacific

Bolstering Credibility in Zoo Animal Welfare Science Through Zoo-University Partnerships

- Dr. Kelly George, Assistant Professor, The Ohio State University

Transmitting Content with a Mobile App: Quite a Challenge!

- Etienne Laurence, Head of Public Programming and Education, Montreal Biodôme

Factors Affecting Parental Social Behavior of The African Painted Dog in Captivity

- Caitlin Mack, Graduate Student, Michigan State University

Applying a Collaborative One Health Approach to Snow Leopard Conservation in Nepal

- Ashleigh Lutz-Nelson, Vice President, Snow Leopard Conservancy

Conservation Through Animal Art

- Michelle Hanenburg, Pinniped Primary Keeper, Utah's Hogle Zoo

Saving the Birds and the Bees with Safe Sex

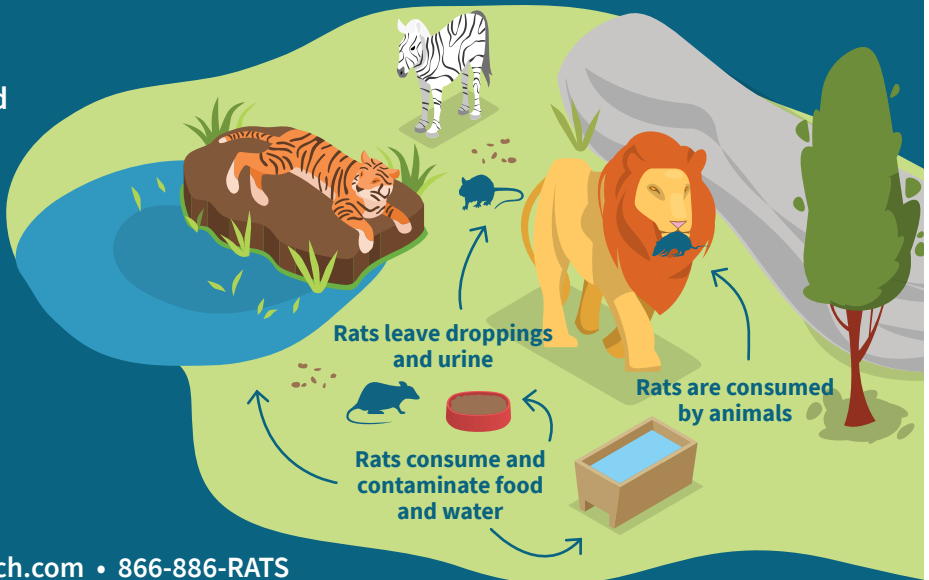
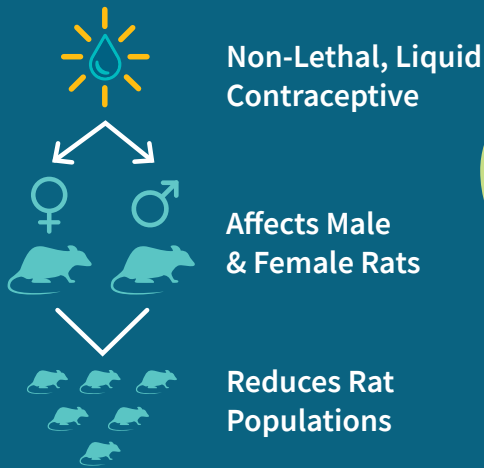
- Sarah Baillie, Endangered Species Condoms Coordinator, Center for Biological Diversity

Sustainable, Strategic, Story-Driven Social Media After “Facebook Zero”

- Dr. Steven Vrooman, Professor of Communication, Texas Lutheran University

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PROGRAM SCHEDULE & SPECIAL EVENTS

THURSDAY, SEPTEMBER 17

Sulango, a male orangutan at the Columbus Zoo and Aquarium, can be heard “long-calling” at least once a day and likes to call into one of the habitat walls to create an echo. Taking his cue, here’s a shoutout to everyone who has helped make the first virtual AZA Annual Conference a success!

© Amanda Carberry, Columbus Zoo and Aquarium

**ASSOCIATION
OF ZOOS &
AQUARIUMS**

THURSDAY, SEPTEMBER 17

10:15 AM – 10:45 AM EDT

Coffee Talks



11:00 AM – 12:00 PM EDT

General Session – Wildlife Trafficking and its Impacts on Animal and Human Health: Where Do We Go From Here?

Join panelists to explore efforts underway to combat wildlife trafficking, discuss wildlife trade-related solutions that have been proposed to reduce the risk of future pandemics, and highlight the intersection among wildlife trade, conservation, and human and animal health. The panel will also explore cultural and social considerations around some of these solutions, such as the needs and rights of people and communities dependent upon wildlife for their food, economic security, or cultural expression as well as opportunities to engage in collaborative, multisectoral, and transdisciplinary approaches. Panelists will also discuss the role of AZA-accredited zoos and aquariums to combat high risk and illegal wildlife trade and suggest mechanisms for AZA members to engage in emerging initiatives.



Dr. Cristián Samper

President and CEO
Wildlife Conservation
Society
Moderator



Chelsea Clinton

Vice Chair
Clinton Foundation



Maxi Pia Louis

Director
Namibian Association
of CBNRM Support
Organizations (NACSO)



Dr. Jonathan Epstein

Vice President for Science
and Outreach
EcoHealth Alliance



John E. Scanlon, AO

Chair
Global Initiative to End
Wildlife Crime

SYMBOL KEY

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.



Animal Management,
Health & Welfare



Development/Fundraising
& Membership



Networking &
Idea Sharing



Aquarium Affairs



Education



Public Relations &
Marketing



Business Operations



Exhibit Hall LIVE!



Trends & More



Conservation



General Sessions



Volunteer & Intern
Engagement

CONCURRENT SESSIONS 12:15 PM – 1:45 PM EDT



12:15 PM – 1:45 PM EDT

Social Science Research Collaboration: Advance the Field and Your Organization



Track Sponsors:



Social Science research is critical in helping us understand the impact and role of zoos and aquariums in learning and conservation. While universities and other partners often lead this work, the support and collaboration of zoos and aquariums is critical to success. As we look ahead with a new AZA Social Science Research Agenda and SAG, we will need even more participation and commitment to social science research to help answer key questions to help us meeting our mission. Join this session to learn more about the collaborative methods, findings, and organizational growth from the researchers and AZA participants in WZAM3 and how you can be part of future social science research.

Moderator: Amy Rutherford, Director, Professional Development & Education, Association of Zoos and Aquariums

Meaning Making

- Dr. Kelly Reidinger, Senior Researcher, STEM Research Center, Oregon State

Changing Signs, Changing Conversations

- Chad Fifer, Education Director, Nashville Zoo, Inc.

Who Is at The Zoo?

- Dr. Joe Heimlich, Senior Director of Research, COSI

Changing Plans, Changing Actions

- Dr. Kerry Carlin-Morgan, Director of Education, Oregon Coast Aquarium

Rethinking STEM

- Dr. John Fraser, President & CEO, Knology

Sharing Data & Making Change

- Michelle Mileham, Director of Education, Tracy Aviary



12:15 PM – 1:45 PM EDT



Beginning With the End in Mind: How to Design Outcome-Driven Conservation and Engagement Planning Processes

While it may seem intuitive to promote collaboration for better outcomes, creating these programs and finding synergies across organizations for greater conservation impact is not an arbitrary process. Learn how you can design outcome-driven planning processes that are inclusive and participatory!

Moderator: Jim Wharton, Director of Conservation Engagement & Learning, Seattle Aquarium

Creating Collaborative Networks for Conservation Impact across Many Organizations

- Dr. Lily Maynard, Conservation Program Manager, Disney's Animal Kingdom

Engaging Outside Science and Conservation Partners to Enhance SAFE Program Outcomes

- Dr. David Hudson, Research Scientist, Maritime Aquarium at Norwalk

Strategic Support to Facilitate Conservation Impact

- Caitlin Cox, Representative, Disney Conservation Fund

Engaging Our Visitors to Save Gorillas Together

- Katie Corr, Education Specialist, Cleveland Metroparks Zoo

Click, Share, Conserve: Amplifying the Reach of Educational Resources

- Brian Kutsch, Conservation Education Curator, Little Rock Zoo

Connecting the Dots: Developing Strategies Within Facilities to Bring it All Together

- Dr. Kathayoon Khalil, Conservation Impact Manager, Oregon Zoo



12:15 PM – 1:45 PM EDT

Combating Wildlife Trafficking Through Effective Communication in the Zoo World

In this session, we will focus on designing interpretive messages, educational activities, and public programming that lead to actions combating trafficking. Topics covered include: tailoring communications to your audience using visitor research; how to incorporate meaningful statistics; and recommendations for developmentally-appropriate activities.

Moderator: Nette Pletcher, Conservation Education Consultant, Beez Kneez Creative

Knowing What to Say

- Nichole Nageotte, Conservation Education Researcher, Cleveland Metroparks Zoo

What Should the Signs Say?

- Nette Pletcher, Conservation Education Consultant, Beez Kneez Creative

What Should We Say to the Kids?

- Shuli Rank, Research & Evaluation Associate, Wildlife Conservation Society

What are the Educators Saying?

- Bobbi Miller, Manager, Wildlife Conservation, Woodland Park Zoo

What Does the Public Say?

- Sara Walker, Senior Advisor on Wildlife Trafficking, Association of Zoos and Aquariums



12:15 PM – 1:45 PM EDT

Five Proven Strategies to Maximize Your Board's Impact

Track Sponsor: **Schultz & Williams**

Powering Missions That Matter™

Even before COVID-19, surveys show 65% of non-profit board chairs/CEOs give their own boards a "C," "D," or "F" in fundraising. Learn to strategically assemble and support your board team. Discover how to improve and amplify board giving. Understand how you can use non-fundraising tasks and asking personalities to match trustees to roles they will like and be successful at. You'll also acquire an objective, quantifiable way to keep trustees on track and to transition those who no longer meet your board's standard of excellence. Learn five fresh approaches to maximize one of your greatest assets—your board.

Moderator: Lisa Johnson, Senior Development Director, The Zoo Society at Point Defiance Zoo & Aquarium

Whose Job Is It?

- William (Bill) Moore, President & CEO, Zoo Miami Foundation

Board Member Generosity – A Superpower for Any Organization

- Tom Jacobson, President, Greater Los Angeles Zoo Association

Board Point System

- Cathi Decker, Executive Director, Friends of the Santa Ana Zoo

Beyond Fundraising: Roles and Expectations of Board Members for Meaningful Engagement

- Pamela Reed Sanchez, President & CEO, Seneca Park Zoo Society

Leveraging Board Asking Personalities

- Valerie Jones, Philanthropic Advisor, Dino Don Inc.



12:15 PM – 1:45 PM EDT

Movin' On Up: Exploring DEAI Topics for Mid Level Leaders

Track Sponsors:



Diversity, equity, accessibility, and inclusion are important leadership topics for everyone to actively work on, and mid-level leaders are right in the thick of it with opportunities to influence others. Though DEAI issues have been a focus for the AZA community, George Floyd and others' recent deaths have sparked wider discussion and momentum to create meaningful change for social justice and the recognition that more work needs to be done to advance DEAI within our own organizations and to grow our own competencies. Join us in a lively discussion about how you can be a part of this change, no matter what level of role you currently inhabit!

Moderators: Curtis Bennett, Director of Equity & Community Engagement, National Aquarium
Rachel Ritchason, Director of Collections, Santa Barbara Zoo
Misha Body, Director of Husbandry, California Science Center

Panelists

- Ariel Segura, Zoo Animal Presenter Outreach Coordinator, Oregon Zoo
- Jasmine Williams, Community Partner Program Coordinator, Seattle Aquarium
- Trevor Mia, Curator of Education, St Augustine Alligator Farm Zoological Park



12:15 PM – 1:45 PM EDT

PIVOT: Adapting Your Strategic Plan in a World of Change

The times, they are a changin'! Strategic planning is critical to organizational mission-driven success. This session will focus on why strategic plans are so important, how to get started, and help you formulate a plan for creating a comprehensive strategic plan. Then we'll dive in to what to do when our worlds shift and things change. This year we've all had to be flexible and make countless adjustments to the ways we operate. With our new 'normal' we'll explore how to best work with our strategic plans, staying true to our core values while adapting to the world around us.

Moderator: Tammy Rach, Senior Manager, Volunteer Services, San Diego Zoo

When You Didn't Plan to be Strategic Planning

- Jessica Greensmith, Volunteer Education Program Specialist, Friends of the National Zoo

How Do We Recruit and Onboard Volunteers THIS Week?

- Shaun Leonoff, Manager, Volunteer Resources, Assiniboine Park Zoo

Panelist

- Betsy Maher, Director of Volunteer Services, Lincoln Park Zoo

Core Conservation Values During COVID-19

- Chris Corpus, Conservation Programs Manager, Dallas Zoo

Safe Restarts, Budgets and Volunteers

- Stacey Luhning, Volunteer Services Coordinator, Point Defiance Zoo & Aquarium



12:15 PM – 1:45 PM EDT

The Effects of the Pandemic on Employees: Engaging Your People Where They Are**Track Sponsors:**

The pandemic has changed the employee/staffing landscape at zoos and aquariums. Many organizations have had layoffs, furloughs, and hiring freezes. Plans for bringing back staff remain indeterminate as revenue sources have become uncertain. In addition, to complying with all previous employment laws, new ones have been passed that deal specifically with the pandemic. How are organizations complying with these laws and the directives being issued by states, counties and cities? How are zoo and aquariums tackling the physical and mental health issues our employees are now facing? And what about staffing with so many layoffs and furloughs?

Moderator: Jeff Vanek, Director of Human Resources, Utah's Hogle Zoo

Complying with New Employment Laws and Health Directives

- Ellen Causey, Senior Director of Human Resources, Audubon Nature Institute

Issues Caused by Closures, Furloughs, Layoffs, And Delayed Openings

- Laura Martina, Chief People Officer, Fresno Chaffee Zoo

How Are Job Duties and Assignments Changed with Current Staffing Realities?

- Kristen Slocomb, Senior Director, Human Resources, Dallas Zoo

Dealing with Change at Work and In Life

- Randy Kyle, Vice-President of People & Culture, Oakland Zoo

Changes in The Number of Staff and The New Normal

- Terrie Terrell, Director of Human Resources, The Living Desert Zoo and Gardens



12:15 PM – 1:45 PM EDT

In 3 Clicks: User Journey Mapping Your Audiences Online

You have considered the journey your audience takes once they enter your attraction, but have you ever considered their journey online? Journey mapping your audience online is essential to ensure each of your audience segments gets what they need from your website. In this session, we'll first help you understand why it's important that you are journey mapping for your specific audience segments and how to identify them. Next, we'll demonstrate how journey maps allow you to compare your audiences' perception of their online experience to both their goals and expectations through a live user journey map.

Moderator: Kindra Svendsen, Vice President of Client Partnerships, Speak Creative

Nashville Zoo's Success with Journey Mapping

- Kelsey White, Digital Marketing Coordinator, Nashville Zoo

National Mississippi River Museum & Aquarium's Success with Journey Mapping

- Wendy Scardino, Director of Marketing & Communications, National Mississippi River Museum & Aquarium



12:15 PM – 1:45 PM EDT

Towards Understanding the Welfare of Cetaceans in Zoos and Aquariums

Track Sponsors:



The session will highlight the results from the largest multi-institutional study on cetacean welfare. Data were collected at 43 accredited zoos and aquariums in seven countries. Part one of the study created reference intervals for both common and novel indicators of health and welfare for four species of cetaceans. Part two of the study examined how animal management factors and habitat characteristics to welfare in bottlenose dolphins. Session will detail the new tools available to facilities caring for cetaceans under professional care as well as identify best practices in bottlenose dolphin care and management.

Moderator: Eric Gaglione, Vice President of Zoological Operations, Georgia Aquarium

Evidence-Based Management: The Importance of Science to Drive Animal Management Decisions

- Eric Gaglione, Vice President of Zoological Operations, Georgia Aquarium

History and Methodology of Cetacean Welfare Study

- Dr. Jill Mellen, Adjunct Professor, Portland State University

Use of A Biologging Device to Explore Relationships Between Animal Management Factors and Habitat Characteristics and Behavior of Bottlenose Dolphins

- Lisa Lauderdale, Postdoctoral Scientist, Chicago Zoological Society – Brookfield Zoo

Animal Management Factors and Habitat Characteristics Related to Stereotypic Behavior and Behavioral Diversity in Bottlenose Dolphins

- Lance Miller, Vice President of Conservation Science and Animal Welfare Research, Chicago Zoological Society – Brookfield Zoo

Application of The Results of The Cetacean Welfare Study

- Lisa Lauderdale, Postdoctoral Scientist, Chicago Zoological Society – Brookfield Zoo

Short exhibit presentations will illustrate diversity in scope from multimillion dollar brand new exhibits to small scale impactful exhibits. The presentation of these ideas will hopefully engage a lively dialogue among institutions and designers, inspire more creativity, and advance exhibit design for zoos and aquariums.

Moderator: Sue Chin, Vice President of Planning & Design and Chief Architect, Wildlife Conservation Society

Owen Sea Lion Shores

- Jason Hill, Principal, Studio Hanson/Roberts
- Dennis Pate, President & CEO, Omaha's Henry Doorly Zoo & Aquarium

Sanctuary Asia

- Dr. Dwight Lawson, Executive Director & CEO, Oklahoma City Zoo
- Ace Torre, President, Torre Design Consortium, LTD

Rainforest Revealed

- Jon Brangan, Deputy Director, Brevard Zoo

New Visitor Center, Crane Habitats and Crane Management Facilities

- Kim Smith, COO, International Crane Foundation
- Greg Dykstra, Principal, AIA, CLR Design

African Savanna Habitat and Zambezi Elephant Center

- Pete Choquette, Principal, Director of Design, Epsten Group
- Michelle Kolar, Vice President, Education, Zoo Atlanta

Walkabout Australia

- Robyn Badger, Architect, San Diego Zoo Safari Park



1:45 PM – 2:45 PM EDT

Exhibit Hall LIVE!

Spend time exploring the many product and service providers in the Exhibit Hall LIVE! section of the agenda. Each exhibitor has provided information about their organization, including the opportunity to chat live with a representative.



2:45 PM – 3:45 PM EDT

Idea Sharing Chats/Roundtables

Explore topics and chat virtually with colleagues. Visit virtual.aza.org for a list of Roundtable Topics.



12:15 PM – 1:45 PM EDT

What's New in Exhibit Design?

Track Sponsors:



Exhibit design in zoos and aquariums continues to thrive and innovation can be found in many different areas of the field from finding new ways to communicate with guests, to enriching habitats and advancing animal care. This session will showcase new exhibits that feature these innovative ideas from a variety of different AZA institutions.

4:00 PM – 6:00 PM EDT

Live Poster Presentations & Happy Hour

Presenters will chat live with conference attendees about their posters. Explore each of the posters and chat with authors. Take a load off with a beverage of your choice and enjoy this down time. View the list of Poster Presentations on page 61.



BUILDING TIMELESS CLASSIC RIDES

Give your guests a memorable experience at your zoo or aquarium with classic rides from Chance Rides. "The Chance Electric C.P. Huntington train has greatly reduced our operation and maintenance costs while offering our guests a fun-filled, zero-emission experience that shows we care about the environment."

John Chapo, CEO-Lincoln Children's Zoo

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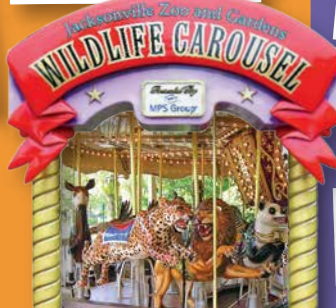
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Maryland Zoo - CLR Design



WHOLETREES
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PROGRAM SCHEDULE & SPECIAL EVENTS

FRIDAY, SEPTEMBER 18

Here's looking at you and all you do for wildlife conservation!

Did You Know? The Columbus Zoo and Aquarium began participating in the U.S. Fish and Wildlife Service's Wolf Recovery Plan in 1992. A male pup born at the Zoo has since been released into a wolf population area in New Mexico.

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**ASSOCIATION
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FRIDAY, SEPTEMBER 18

10:15 AM – 10:45 AM EDT

Coffee Talks



11:00 AM – 12:00 PM EDT

General Session – Business Meeting/Address of Incoming Chair, Norberto (Bert) Castro

AZA will thank outgoing service members and welcome those stepping into their new Board roles. The following new members of the Ethics Board will be sworn in:

- Lisa Marie Avendano, Houston Zoo, Inc
- Dr. Lance Miller, Chicago Zoological Society – Brookfield Zoo
- Hayley Murphy, DVM, Zoo Atlanta

AZA Board of Directors being installed into office include:

- Vice Chair Elect – Adrienne Rowland, Shark Reef at Mandalay Bay
- Rich Block, Santa Barbara Zoo
- Margo McKnight, Palm Beach Zoo
- Cynthia Vernon, Monterey Bay Aquarium

Incoming Chair of the Board, **Norberto (Bert) Castro** will share his address as the new 2020-2021 Chair of the AZA Board of Directors.



Norberto (Bert) Castro

President/CEO

Arizona Center for Nature Conservation

Phoenix Zoo and South Mountain Environmental Education Center

Incoming Chair of the Board, Association of Zoos and Aquariums

Master's Degree in Zoo Science

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SYMBOL KEY

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.



Animal Management, Health & Welfare



Development/Fundraising & Membership



Networking & Idea Sharing



Aquarium Affairs



Education



Public Relations & Marketing



Business Operations



Exhibit Hall LIVE!



Trends & More



Conservation



General Sessions



Volunteer & Intern Engagement

CONCURRENT SESSIONS 12:15 PM – 1:45 PM EDT



12:15 PM – 1:45 PM EDT

A Stimulating Experience – Excitement for Some, Anxiety for Others

Track Sponsors:



This session will explore the conditions and needs of populations with PTSD, autism, Down syndrome, traumatic brain injuries, dementia, and other conditions that can affect learning; such as ADD, dyslexia, and dyscalculia. We will present case studies from across the country to share best practices in how destinations can advance their attraction design, staff training, and public programming to become more inclusive of the population. Destination leaders and medical professionals will share their experiences with planning physical improvements at their facilities to allow all visitors to enjoy an experience at these destinations.

Moderator: Emily Howard, Vice President, PGAV Destinations

Saint Louis Aquarium as a Certified Sensory Inclusive Facility

- Tami Brown, Executive Director, Saint Louis Aquarium at Union Station

Inclusion at the Saint Louis Zoo

- Chris Blair, Education Inclusion Specialist, Saint Louis Zoo

Education Programs for Cognitive Disabilities

- Schanee Anderson, Curator of Education and Farms, Sedgwick County Zoo

Bringing Older Facilities Up to Date

- Deborah Bobek, Associate Vice President of Visitor Operations & Engagement, New England Aquarium



12:15 PM – 1:45 PM EDT

AZA Retail Operators – Leading the Way to Single-Use Plastic Waste Reduction

Track Sponsors:



Join us as we bring together leaders from retail partner operators and AZA institutions from across the country to discuss their efforts, collaborations, and future goals in single-use plastic waste reduction. Learn more about the successes, challenges, and opportunities of transitioning to more sustainable options while balancing the needs and expectations of the 183 million guests who visit their gift shops annually. The panel will also speak to the influence and impact they collectively are having with vendors who work within the Zoo and Aquarium community and beyond.

Moderator: Dr. Elizabeth Bagley, Director of Drawdown Learn, Project Drawdown

Event Network's Approach

- Andrea Froehle, VP Marketing & Communications, Event Network

Wildlife Trading's Approach

- James Ward, President/CEO, Wildlife Trading

SSA's Approach

- Andrew Fischer, Vice President Sustainability & Conservation, SSA Group

Zoo, Aquarium, and Garden Buyers Group's Approach

- Judy Rancour, ZAG Board President, Saint Louis Zoo



12:15 PM – 1:45 PM EDT

Coral Propagation and Rearing: The Next Frontier

Since 2018, AZA members have been bringing hope to Florida coral reefs. Over seventy AZA facilities aligned their efforts as rescue coral holding facilities or as support in stewarding the project. The coral rescue plan is but part of a larger movement towards improved stewardship of Florida's reefs. The rescue and holding of corals is the initial phase of a larger recovery initiative. This session will provide a status report on Florida's reefs and the AZA-FRTRP, highlight next project phases on the horizon, and steps facilities can take to continue their support or get involved for the first time.

Moderator: Beth Firchau, AZA-FRTRP Project Coordinator, Association of Zoos and Aquariums

Status of Florida's Reefs and the Coral Rescue Response

- Lisa Gregg, Programs and Policy Coordinator, Florida Fish and Wildlife Conservation Commission

Next Phases: Coral Propagation and Rearing

- Jennifer Moore, Protected Coral Program Manager, NOAA

What Does it Look Like? What Will It Take?

- Mike Kreger, Vice President of Conservation, Columbus Zoo and Aquarium
- Mr. Brian Nelson, Assistant Curator, National Aquarium
- Keri O'Neil, Manager & Senior Scientist, Coral Conservation Program, The Florida Aquarium

How Do Rescue, Propagation and Rearing Fit into The Larger Plans for Florida Reef Recovery?

- Sarah Fangman, Sanctuary Superintendent, Florida Keys National Marine Sanctuary



12:15 PM – 1:45 PM EDT

Critical Planning for Zoos and Aquariums: Multi-Dimensional Thinking and the Evolution of an Institution's Road Map for Today and the Future**Track Sponsors:**

As we look to the future of our institutions, what more could we ask for than to have active, healthy, thriving animals; high attendance by guests that are entertained, comfortable, and inspired to action; and the successful realization of a zoo or aquarium's mission: care, research, and conservation, operating a clean and safe facility, and being a profitable and financially sustainable enterprise. A brief primer of the master plan process and typical topics will be presented with key perspectives from 3 diverse AZA institutions that have been executing planning efforts and projects over the past 5–30 years.

Moderator: Greg Dykstra, Principal, AIA, CLR Design

Planning and Executing a Vision for Omaha's Henry Doorly Zoo and Aquarium

- Dennis Pate, President & CEO, Omaha's Henry Doorly Zoo & Aquarium

Zoo Knoxville: a Moderate-Sized Zoo's Journey of Planning for Future Growth

- Lisa New, President & CEO, Zoo Knoxville

A Legacy of Planning and Growth at the Denver Zoo

- George Pond, Senior Vice President for Planning and Design, Denver Zoo



12:15 PM – 1:45 PM EDT

**Social Science Research to the Rescue! Advancing Conservation and Education through Applications of Social Science**

Social science research is becoming central to advancing – and achieving – zoo and aquarium conservation missions. From field work to community engagement to behavior change campaigns, we are learning more about the human dimension of conservation and can leverage social science research to be more effective in our conservation efforts. The presenters in this session will share examples of how social science research has benefited conservation and education work with zoos and aquariums as well as new questions it raises for the future.

Moderator: Dr. Joy Kubarek, Co-Founder and Partner, Inform Evaluation & Research

Engaging with Communities: What Does the Research Say?

- Kathryn Owen, Evaluation Consultant, Kathryn Owen Consulting

Using Research and Evaluation to Guide a First Voices Interpretive Approach

- Amy Niedbalski, Director, Conservation Audience Research & Evaluation, Saint Louis Zoo

Social Science for Human-Wildlife Coexistence

- Kirstie Ruppert, Researcher, Institute for Conservation Research, San Diego Zoo

Integrating Social Sciences into Conservation Planning

- Dr. Kathayoon Khalil, Conservation Impact Manager, Oregon Zoo

Influencing Community Behavior Change

- Fatima Ramis, Wildlife & Wellness Research Officer, Jacksonville Zoo and Gardens

Understanding Human Behavior in the Future

- Dr. Joe Heimlich, Senior Director of Research, COSI



12:15 PM – 1:45 PM EDT

Training Supervisors: Effective Personnel Management Skill Development for New or Reticent Volunteer Managers

Learning to be a new supervisor is a challenging step in anyone's personal career growth. But what happens when that new supervisor is tasked with overseeing a team of volunteers who come with their own set of rules and reasons why they want to be part of your organization. In this session we will examine training new volunteer supervisor best practices, and common errors. We will dive into coaching and development opportunities for supervisors who need help in developing into strong and respected leaders.

Moderator: Andrew Schucker, Senior Operations Manager – Volunteer Services, San Diego Zoo Safari Park

Training Your Replacement: Identifying That Next Level Leader

- Eric Turner, Volunteer Engagement Supervisor, Jacksonville Zoo

Yay, I'm in Charge of People! ...Now What?!?

- Rebecca Hughes, Education Volunteer Supervisor, The Florida Aquarium

The Training Supervision Continuum

- Kimm Fox-Middleton, Manager of Inspiration & Connection, Oregon Zoo

Building Allies for Volunteer Engagement

- Stacey Luhning, Volunteer Services Coordinator, Point Defiance Zoo & Aquarium



12:15 PM – 1:45 PM EDT

Wildly Successful: Interdepartmental Collaborations Supporting Ambassador Animals

Track Sponsors:



Ambassador animals are integral to the missions of zoos and aquariums, and therefore often have many stakeholders involved in their management, use, and purpose. Because of this, conflict can often arise when those stakeholders have differing opinions regarding ambassador animals. Through inter-departmental collaboration these conflicts can be resolved. In this session you will learn how people from a variety of zoos and aquariums collaborated with other departments forming partnerships with the goal to benefit all involved and the ambassador animals themselves. You will also learn about the outcomes of those partnerships and plans moving forward.

Moderator: Christina Dembiec, Director of Education, Memphis Zoo

Cross-Departmental Collaboration to Design and Open Living Seashores Touch Exhibit at National Aquarium

- Megan Anderson, Director of Guest Engagement, National Aquarium
- Liz Evans, Manager of Behavioral Husbandry and Animal Programs, National Aquarium

Turning Habitats into Immersive Educational Experiences

- Trevor Mia, Curator of Education, St Augustine Alligator Farm Zoological Park
- Sarah Patterson, Curator of Birds and Mammals, St Augustine Alligator Farm Zoological Park

What the Heck Did We Get Ourselves Into?

- Patricia Villers, Education Manager, Akron Zoological Park

Ambassador Animal Training – Taking Medical Care To The Next Level

- Dr. Priya Bapodra, Staff Veterinarian, Columbus Zoo and Aquarium
- Wouter Stellaard, Animal Programs Training Director, Columbus Zoo and Aquarium



12:15 PM – 1:45 PM EDT

Women in Leadership: Ideas for Changing Times

Track Sponsors:



What should women (and other) leaders be thinking about for “the new tomorrow” and what have we as a field learned about leading AZA organizations? Our organizations are now in a very different place due to the challenges of the pandemic—we’ve had to re-invent our operations and communicate and support our teams in new ways. You’ll learn from zoo and aquarium veterans, gain insights from a globally respected corporate attractions leader and an expert in racial diversity, equity, and inclusion in “the green space,” and hear new ideas our emerging leaders offer—for leadership now and into the future.

Moderator: Kathleen Wagner, Senior Advisor, Zoo Advisors

Perspectives on Leadership

- Meg Crofton, Board Director, HCA Healthcare, Tupperware, Cracker Barrel

Diversity, Equity and Inclusion in “Green Space” Leadership

- Whitney Tome, Principal, The Raben Group

Learning and Leading: Dimensions of Leadership

- Dr. Kathayoon Khalil, Conservation Impact Manager, Oregon Zoo

Lessons from Politics, Partnerships and a Pandemic

- Shareen Knowlton, Director of Education, Roger Williams Park Zoo



12:15 PM – 1:45 PM EDT

You Say You Want a Planned Giving Program... Getting Started

Track Sponsor: **Schultz & Williams**

Powering Missions That Matter™

You have been charged with beginning or reinvigorating your organization's planned giving program. Where do you start, and who do you involve? This presentation will provide suggestions how to get a program off the ground, as well as how to steward donors, and tips to engage outside advisors to assist.

Moderator: Julie McDearmon, Director of Institutional Advancement, Indianapolis Zoological Society, Inc.

How We Launched a Planned Giving Program at Naples Zoo

- Marci Seamples, Director of Development, Naples Zoo

You Say You Want a Planned Giving Program...Getting Started

- Ed Sandifer, Planned and Major Gifts Officer, Indianapolis Zoo



12:15 PM – 1:45 PM EDT

Zoo Veterinarians – Medicine and More

Track Sponsors:



Want to learn who and what veterinarians in zoological institutions do? Spoiler alert, it is more than medicine! In this session we will discuss the various careers and issues affecting veterinary medicine both within and outside of zoological medicine. These issues range from diversity, work life balance, leadership, and suicide. All of these issues are important not only for veterinarians but for others to understand the greater picture of veterinary medicine.

Moderator: Dr. Tara Harrison, Assistant Professor, North Carolina State University College of Veterinary Medicine

There Is More to Veterinary Medicine Than Medicine

- Dr. Eric Miller, Senior Counsel, Zoo Advisors

Mental Health Concerns for the Veterinary Community, and Implications for Wellness Programing

- Rebecca Mahar, Family and Community Services, North Carolina State College of Veterinary Medicine

Gender, Incomes and Personal Lives and the Effects on Specialists in Zoo Medicine

- Dr. Tara Harrison, Assistant Professor, North Carolina State University College of Veterinary Medicine

Attracting the Best Candidates – What Are Veterinarians Looking For?

- Dr. Amy Snyder, Associate Clinical Professor, North Carolina State University College of Veterinary Medicine

Diversity and Veterinary Medicine

- Dr. Luis Padilla, Director of Animal Health, Saint Louis Zoo

The Veterinarian's Role in Leadership During a Crisis

- Dr. Mark Penning, Vice President: Animals, Science and Environment, Disney Parks, Experiences and Products



1:45 PM – 2:45 PM EDT

Exhibit Hall LIVE!

Spend time exploring the many product and service providers in the Exhibit Hall LIVE! section of the agenda. Each exhibitor has provided information about their organization, including the opportunity to chat live with a representative.

CONCURRENT SESSIONS 2:45 PM – 3:45 PM EDT



2:45 PM – 3:45 PM EDT

**Internships: Best Practices to Deepen Your Talent Pool**

Since zoos and aquariums professionalized, internships have been the cornerstone of securing a career in our field. Internship opportunities help build real world experience, networking connections, and a pipeline of young professionals hiring managers know and trust. But when does an unpaid internship cross the line from skill building to unethical labor? How do we ensure opportunities benefit both intern and organization? This dynamic panel will share insights into important internship considerations including legalities, DEAI considerations, professional development, and removing barriers for teens & adults. We will then open the floor to facilitate a field advancing discussion on gateways into AZA careers.

Moderator: Laura Klopfer, Assistant Director Conservation Education and Volunteer Engagement, Friends of the National Zoo

Removing Barriers for Internships

- Maggie Notopoulos, Internship Coordinator, Museum of Science

Professional Development Provided to Interns

- Alexis Gamache, Internship Coordinator, New England Aquarium

Keeping It Legal

- Linda Cairnes, Asst. Director of Experiential Engagement, Center for Aquatic Sciences at Adventure Aquarium

Practices to Increase Intern Program Diversity

- Dave Glenn, Volunteer Engagement Manager, Seattle Aquarium



2:45 PM – 3:45 PM EDT

Thinking Critically About Virtual Programs

While distance learning has been implemented at some locations for years, the pandemic quickly pushed us all to think critically and creatively about what “virtual programs” could encompass. During this session, speakers will present a thoughtful approach to a virtual program and how their strategy can be adapted at other zoos and aquariums. These highlighted programs cover an array of themes, audiences, structures, and digital approaches, including nature play, ambassador animals, arts integration, youth and teen audiences, live, pre-recorded, and self-guided content, free and revenue generating, and more! Join to hear from these examples and share your own experiences with virtual programs.

Moderator: Erika Novak, Manager, Digital Learning Experiences, Friends of the National Zoo

Virtual Artecito: Evolving with the Community

- Carmen Guzman, Manager of Community Engagement, Lincoln Park Zoo

Sofa Safari Day Camp: A Blended Learning Approach

- Jessi Parra, Education Programs Specialist, Friends of the National Zoo

Quaran-TEEN-ed – One Aquarium's Approach to Virtual Teen and Animal Ambassador Programs During COVID-19

- Nicole Warren, Educator and Bird Trainer, North Carolina Aquarium at Pine Knoll Shores

Virtual Nature Club: What You Can Do with an iPhone and a Dream

- Bricken Sparacino, Assistant Director of Live Interpretation, Wildlife Conservation Society



2:45 PM – 3:45 PM EDT

30 Years of The ADA: Where It's Been and Where Is It Going?**Track Sponsors:**

This year we celebrate the 30th anniversary of the signing of the Americans with Disabilities Act (ADA). This session will provide an overview of what is required, what are best practices but also the likely changes in the next update of the ADA Accessibility Guidelines. Time will be provided to discuss some of the present accessibility issues that organizations face as well as the common issues and mistakes that are made in zoo and aquarium settings and best practices in accommodating the public. Additional examples and resources will be provided for the attendees.

Moderator: Mark Tieglauff, President, Accessibility Consultation and Training Services, Inc.

Panelist

- Dr. Jo-Elle Mogerman, Director, North Campus, Saint Louis Zoo



2:45 PM – 3:45 PM EDT

Aging Service Populations: Considerations and Approaches for Working with Senior Volunteers, Emeritus Programs, Innovations in Engagement

Volunteerism becomes part of our volunteers' identities, which is especially meaningful for aging volunteers. Volunteer managers respond to the physical, mental and emotional needs shared by their aging volunteers as a result of the powerful connections they've fostered. We will explore symptoms requiring accommodations such as memory loss, decreased mobility and increased fall risk, suppressed immune systems, etc. This session will give you the tools and resources to do so appropriately and safely while also avoiding compassion fatigue. This conversation is especially relevant in a post-COVID world as we adjust volunteer assignments to keep our aging volunteers safe and engaged.

Moderator: Kelli Crawford, Volunteer Coordinator and Curator of Collections, Greensboro Science Center

Panelists

- Regi Mezydlo, CVA, Director of Volunteer Engagement, Chicago Zoological Society – Brookfield Zoo
- Joshua Braverman, Ph.D. Student, University of Minnesota



2:45 PM – 3:45 PM EDT

Building A Culture of Conservation in Your Organization, Regardless of Size & Resources**Track Sponsors:**

Walt Disney once said, "You can design and create and build the most wonderful place in the world, but it takes people to make the dream a reality." Regardless of the size and resources of your institution, your employees across all lines of business are the key to creating a conservation culture within your organization and spreading conservation messages to the visitors. In this collaborative discussion, learn what other organizations, big and small, are doing to instill a conservation culture in every employee in every line of business, from interviews to onboarding to continual training and beyond.

Moderator: Corey Romberg, Training Specialist, Disney's Animal Kingdom

The Culture Change Model

- Jeff Vanek, Director of Human Resources, Utah's Hogle Zoo

Conservation in Action Programs – Ongoing Trainings and Opportunities to Promote a Conservation Culture

- Melissa Dude, Volunteer Program Manager, The Florida Aquarium



2:45 PM – 3:45 PM EDT

Get Every Point: Tips for Creating EGGcellent Grant Applications**Track Sponsor:** *Schultz & Williams**Powering Missions That Matter™*

Whether you are new to the field of grantsmanship or just looking to sharpen your skills, this session is for you. Attendees will learn how to research grant opportunities, dissect an RFP, use language funders love in your narrative, build easily digestible budgets, and customize your stewardship plan for long term relationship growth between you and your favorite foundations.

Moderator: Amy Lazoff, Director of Development, Fort Wayne Children's Zoo



2:45 PM – 3:45 PM EDT

Marketing Roundtables: Strategies for Small Communications Teams

Small communications teams accomplish an amazing amount for their zoo or aquarium, but it takes a village to tell our zoo's stories. In this round table discussion session, we'll share our victories and difficulties as small marketing and communications teams.

Moderator: Kaiti Chritz, Communications Manager, Potter Park Zoo

Panelists

- Mark Simon, Visitor Experience and Marketing Manager, Utica Zoo
- Kristin Moala, Marketing Manager, Henry Vilas Zoo
- Haley Passeser, Public Relations Specialist, Lion Country Safari
- Kat Rumbley, Marketing & Group Sales Manager, Arizona-Sonora Desert Museum
- Hailey Hays, Director of Marketing, The Maryland Zoo in Baltimore



2:45 PM – 3:45 PM EDT

Putting Fish First: Using Simple Metrics and Expectations to Improve Fish Management Practices

Track Sponsors:



Come to this interactive session to explore how to use simple metrics and goals to improve your animal care outcomes. We all love our fish and take pride in providing great care, let's explore different ways to ensure we are putting them first!

Moderator: Dr. Leigh Clayton, VP of Animal Care, New England Aquarium

Fish Quarantine – 90% Survival is Possible and Practical

- Ashleigh Clews, Curator of Animal Care Center, National Aquarium

Practical Fish Welfare Assessments

- Dr. Catherine Hadfield, Senior Veterinarian, Seattle Aquarium

Animal Care Philosophies and Learning Cultures

- Dr. Leigh Clayton, VP of Animal Care, New England Aquarium

Putting Fish First: Barriers & Enablers

- Katie McConnell, Associate Vice President, Organizational Effectiveness, New England Aquarium



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4:00 PM – 6:00 PM EDT

Virtual Zoo Day – Hosted by Columbus Zoo and Aquarium

Welcome to Zoo Day! While we wish we could be together to wrap up the week and celebrate another successful conference, the Columbus Zoo and Aquarium and The Wilds is proud to serve as the hosts of the very first virtual AZA Annual Conference Zoo Day. Home to nearly 10,000 animals representing over 600 species, the Columbus Zoo's mission is to lead and inspire by connecting people and wildlife—and we're certainly excited to connect with you! The Columbus Zoo also manages The Wilds, an incredibly unique 10,000-acre conservation center and safari park located in southeastern Ohio. Join us as we share highlights of our facilities virtually...at least for now, until we can share these experiences with you in person when we host the AZA Annual Conference in 2023. Thanks for a great conference!





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POSTER PRESENTATIONS

We should all take a moment and celebrate our successes—we've earned it!

Did You Know? The Columbus Zoo and Aquarium's 43-acre Heart of Africa region is home to more than 20 species of animals, including lions, giraffes, zebras, cheetahs, vervet monkeys, dama gazelles, ostriches and more.

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POSTER PRESENTATIONS

A live, virtual Poster Presentation session will take place on Thursday, September 17, 4:00 PM – 6:00 PM EDT. Presenters will be given an opportunity to chat live with conference attendees about their posters.

POSTERS ARE LISTED BY PRIMARY TRACK.

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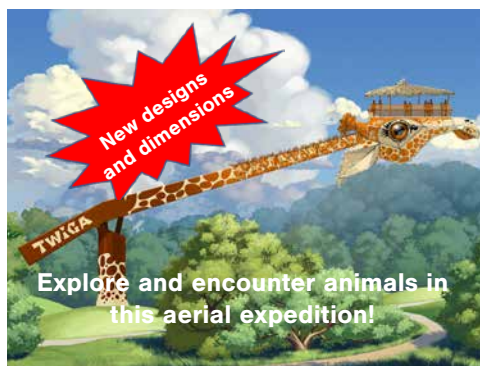


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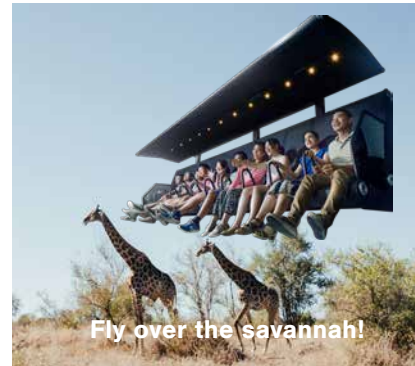
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LGL Animal Care Products, Inc.
Mazuri
Piscine Energetics
RodentPro.com LLC

Animal Transportation / Transactions

LGL Animal Care Products, Inc.
Nets Unlimited, Inc.

Animatronics

Roto

Aquarium Exhibits

A.I. Whoo LLC
AnimalCare Software, LLC
Aqua Logic, Inc.
Cemrock Landscapes, Inc.
Cortina Productions
COST of Wisconsin, Inc.
Edge Concrete Construction LLC
InCord
IPEX USA, LLC
Jones & Jones Architects and Landscape Architects Ltd
Nassal
RMA Technologies Inc.
Roto
The Aquarium Vet
Washed Ashore

Aquatic Supplies / Services

InCord
KONG Zoo
Mazuri
The Aquarium Vet

Audio / Video / Multimedia

A.I. Whoo LLC
Cortina Productions
RMA Technologies Inc.
Speak Creative
The Lukens Company
True360
Audio Tours & Equipment
Speak Creative

Business Services

A.I. Whoo LLC
AnimalCare Software, LLC
Blackbaud
Centaman
CLR Design
Covetrus
Doubleknot
Felis Consulting
Gateway Ticketing Systems, Inc.
IAAPA
Imagine Exhibitions
Schultz & Williams
Verdis Group

Conservation / Education Programs

Disney's Animals, Science and Environment
Otterbein University
Piscine Energetics
The Aquarium Vet
True360
UC San Diego Extension
Verdis Group
Washed Ashore
West Liberty University
World Safaris

Construction Management

A.I. Whoo LLC
B Morrow Productions
CLR Design
IPEX USA, LLC
Nassal
Nets Unlimited, Inc.
Pepper Construction Company
Stoneface Inc.
WDM Architects
WholeTrees Structures

Design Services

B Morrow Productions
Chinese Lantern Festival
CLR Design
Cortina Productions
Epsten Group
Felis Consulting
Imagine Exhibitions
InCord
Inflatable Images
Jones & Jones Architects and Landscape Architects Ltd
LGL Animal Care Products, Inc.
Nets Unlimited, Inc.
Parrot Fish Studio
RMA Technologies Inc.
Roto
The Lukens Company

Ursa International
WDM Architects
WholeTrees Structures

Enclosures / Containment

Carl Stahl DecorCable
COST of Wisconsin, Inc.
Edge Concrete Construction LLC
InCord
LGL Animal Care Products, Inc.
Nets Unlimited, Inc.
Pepper Construction Company
Stoneface Inc.
WholeTrees Structures

Exhibit Fabrication

Carl Stahl DecorCable
Cemrock Landscapes, Inc.
CLR Design
COST of Wisconsin, Inc.
Edge Concrete Construction LLC
Imagine Exhibitions
IPEX USA, LLC
LGL Animal Care Products, Inc.
Nassal
Nets Unlimited, Inc.
Pepper Construction Company
RMA Technologies Inc.
Roto
Stoneface Inc.
WDM Architects
WholeTrees Structures

Facility Management Supplies / Services

AnimalCare Software, LLC
Centerplate
Covetrus
IAAPA
IPEX USA, LLC
Landmark Studio & Design
SenesTech, Inc.
Verdis Group

Film / Theater

Cortina Productions
Vekoma Rides Manufacturing bv

Food / Beverage Service / Equipment

Centaman
Centerplate
Chinese Lantern Festival
Gateway Ticketing Systems, Inc.
IPEX USA, LLC
Landmark Studio & Design
Polar King International, Inc.

Fundraising Products / Services

Altitude Rides and Attractions, LLC
Blackbaud
Chance Rides, Inc.
Doubleknot
Photogenic, Inc.
Schultz & Williams
Skystone Partners
The Lukens Company
World Safaris

Handling Equipment

LGL Animal Care Products, Inc.

Insurance

Gallagher

K & K Insurance Group, Inc.

Landscape / Horticulture Supplies / Services

CLR Design

COST of Wisconsin, Inc.

Epsten Group

InCord

IPEX USA, LLC

Jones & Jones Architects and Landscape Architects Ltd

RMA Technologies Inc.

Stoneface Inc.

Life Support

AnimalCare Software, LLC

Aqua Logic, Inc.

IPEX USA, LLC

The Aquarium Vet

Marketing / Advertising Services

A.I. Whoo LLC

Apple Photo Booth, Inc.

Blackbaud

Chance Rides, Inc.

Chinese Lantern Festival

IAAPA

Inflatable Images

Parrot Fish Studio

Photogenic, Inc

Schultz & Williams

Speak Creative

The Lukens Company

Washed Ashore

Master Planning

A.I. Whoo LLC

B Morrow Productions

CLR Design

Epsten Group

Felis Consulting

Jones & Jones Architects and Landscape Architects Ltd

Nets Unlimited, Inc.

Roto

Schultz & Williams

Ursa International

Verdis Group

WDM Architects

Membership Services

Blackbaud

Centaman

Doubleknot

Gateway Ticketing Systems, Inc

Photogenic, Inc

Schultz & Williams

The Lukens Company

World Safaris

People Movers / Transportation

Altitude Rides and Attractions, LLC

Chance Rides, Inc.

Specialty Vehicles

Play Areas

Altitude Rides and Attractions, LLC

B Morrow Productions

Cemrock Landscapes, Inc.

Chance Rides, Inc.

COST of Wisconsin, Inc.

InCord

Inflatable Images

Nassal

Nets Unlimited, Inc.

RMA Technologies Inc.

Roto

WholeTrees Structures

Retail / Gift Shop Items

AnimalCare Software, LLC

Apple Photo Booth, Inc.

Centaman

Chinese Lantern Festival

KONG Zoo

Photogenic, Inc

Rides / Attractions / Entertainment

Altitude Rides and Attractions, LLC

Apple Photo Booth, Inc.

B Morrow Productions

Chance Rides, Inc.

Chinese Lantern Festival

Nassal

Photogenic, Inc

RMA Technologies Inc.

Vekoma Rides Manufacturing bv

Safaris / Tours

Altitude Rides and Attractions, LLC

Chance Rides, Inc.

Vekoma Rides Manufacturing bv

World Safaris

Sculpture / Art

Cemrock Landscapes, Inc.

Chinese Lantern Festival

COST of Wisconsin, Inc.

Edge Concrete Construction LLC

Inflatable Images

Nassal

Parrot Fish Studio

Stoneface Inc.

Tianyu Arts & Culture Inc

Washed Ashore

Signage / Interpretives / Graphics

Apple Photo Booth, Inc.

B Morrow Productions

Cortina Productions

Edge Concrete Construction LLC

Inflatable Images

Landmark Studio & Design

Nassal

Parrot Fish Studio

RMA Technologies Inc.

Roto

Speak Creative

The Lukens Company

True360

Washed Ashore

Software / Web

A.I. Whoo LLC

AnimalCare Software, LLC

Blackbaud

Centaman

Cortina Productions

Covetrus

Doubleknot

Gateway Ticketing Systems, Inc

Speak Creative

True360

Structures / Shade Stations

Carl Stahl DecorCable

Edge Concrete Construction LLC

InCord

Inflatable Images

Nets Unlimited, Inc.

Stoneface Inc.

WholeTrees Structures

Themed Environments

B Morrow Productions

Cemrock Landscapes, Inc.

Chinese Lantern Festival

Cortina Productions

COST of Wisconsin, Inc.

Edge Concrete Construction LLC

InCord

Inflatable Images

Nassal

Parrot Fish Studio

RMA Technologies Inc.

Roto

Stoneface Inc.

Ursa International

Washed Ashore

Traveling Exhibits

Cemrock Landscapes, Inc.

Chinese Lantern Festival

Cortina Productions

COST of Wisconsin, Inc.

Imagine Exhibitions

Inflatable Images

IPEX USA, LLC

Nassal

RMA Technologies Inc.

Tianyu Arts & Culture Inc

Washed Ashore

Veterinary / Laboratory Services / Devices

AnimalCare Software, LLC

Covetrus

KONG Zoo

SenesTech, Inc.

The Aquarium Vet

Xoran Technologies

Visitor Services

A.I. Whoo LLC

Centaman

Chinese Lantern Festival

Doubleknot

Gateway Ticketing Systems, Inc

IAAPA

Photogenic, Inc

The Lukens Company

True360



Tianyu

Arts & Culture, Inc.

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- Innovative Products
- Professional Operations
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we are
AZA

Our Vision

The Association of Zoos and Aquariums envisions a world where all people respect, value and conserve wildlife and wild places.

Our Mission

The Association of Zoos and Aquariums helps its members and the animals in their care thrive by providing services advancing animal welfare, public engagement and the conservation of wildlife.

Our Promise

We will promote AZA accreditation as the standard of excellence in the zoo and aquarium profession.

We will increase the collective impact of AZA members in animal care, welfare, sustainable population management and the conservation of wildlife.

We will tell powerful stories about the work of AZA-accredited zoos and aquariums.

We will empower zoo and aquarium professionals to be leaders in their field.

We will advance diversity, equity, access, and inclusion practices in the profession and integrate these as values into our organizational cultures.