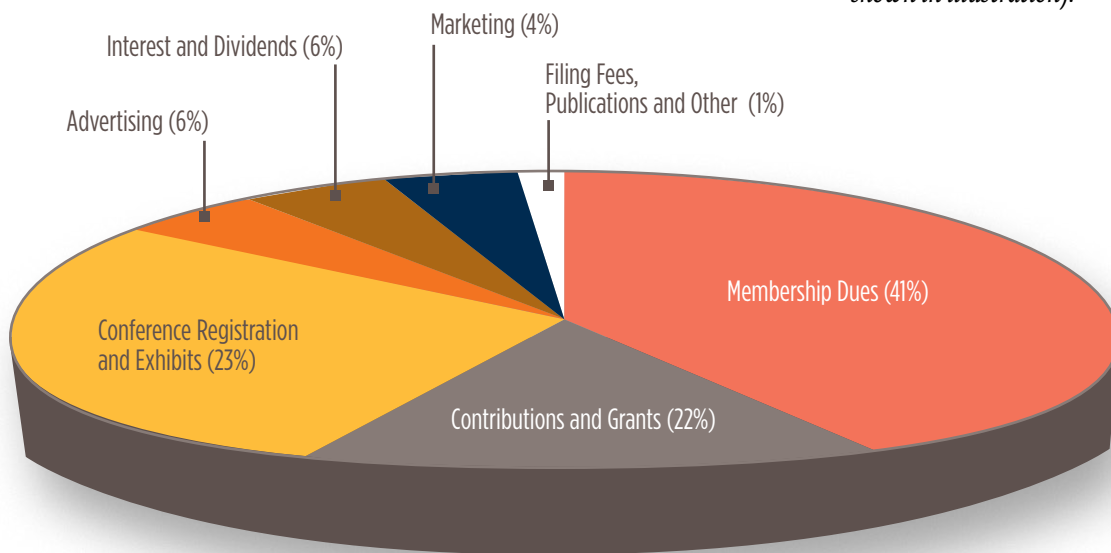


# AZA ANNUAL REPORT FY 2008

## FY 2008 REVENUES BY SOURCE

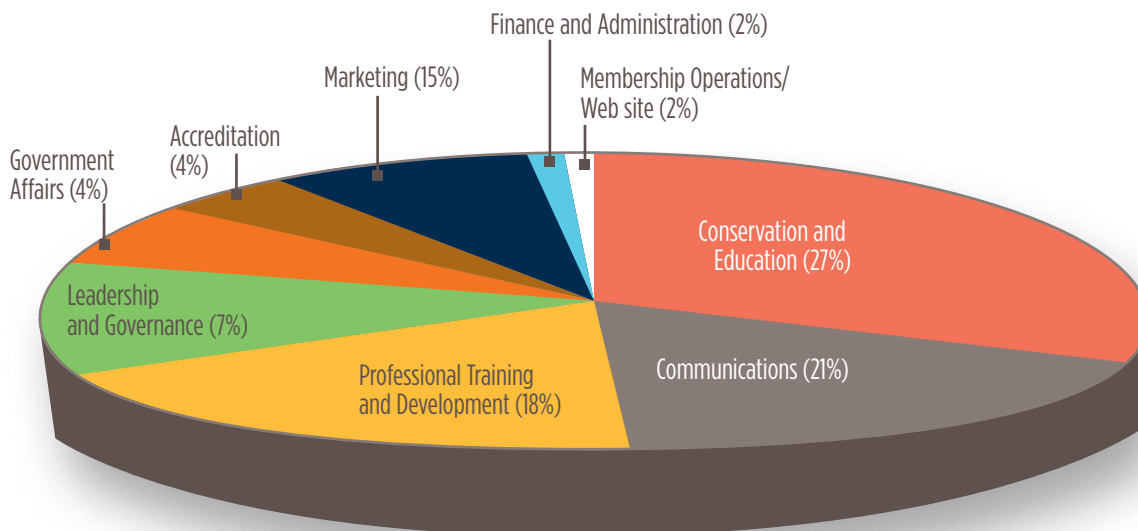
TOTAL REVENUE = \$5,899,485

The FY 2008 audited revenue figure includes \$(1,858,659) on marketable securities (not shown in illustration).



## FY 2008 SUMMARY OF EXPENDITURES

TOTAL EXPENDITURES = \$6,980,202



## CONSERVATION

The AZA Conservation staff supports the work of AZA-accredited zoos and aquariums in science and animal management through training, partnership building, information exchange, planning and publications. The conservation education function supports the creation, delivery and evaluation of educational messages, the assessment of audiences and the constant improvement of informal educational methods. The staff also manages the AZA Conservation Endowment Fund (CEF) grantmaking process, which provides financial support for the conservation and related scientific and educational initiatives of AZA members and their partners.

## PROFESSIONAL TRAINING AND DEVELOPMENT

The professional training and development function supports AZA's programs of ongoing professional education. These programs are designed and administered to meet the needs of AZA members and the conservation community at large. The conferences and meetings function creates regular forums for professional networking, education and collaborative projects through annual and regional AZA meetings.

## COMMUNICATIONS

The Communications staff assists AZA members in external communications, including public affairs, crisis communications, event support and public opinion research. The staff promotes the work of AZA-accredited zoos and aquariums and works to establish the brand identity of the Association through media outreach. The publications staff produces the monthly *CONNECT* magazine, the *Annual Membership Directory*, and all printed materials on behalf of the Association. Publications are made available to members as a membership benefit, as well as to the general public. AZA publications also provide distinct opportunities for AZA's Commercial Members to advertise their products directly to the North American zoo and aquarium community.

## LEADERSHIP AND GOVERNANCE

AZA staff works with the Board of Directors on strategic planning, coordinates Association goals and objectives, and provides general oversight for AZA programs and policies. The staff administers annual election procedures for the Board of Directors and Ethics Board, and supports the Chair of the Board in the appointment of AZA committee members.

## GOVERNMENT AFFAIRS

The Government Affairs staff represents the interests of AZA before Congress and Federal agencies (U.S. Fish and Wildlife Service, National Marine Fisheries Service, the Animal and Plant Health Inspection Service, the Centers for Disease Control and Prevention, National Science Foundation and the Institute of Museum and Library Services). The staff monitors federal legislation and regulations, analyzes the impact of bills and regulations on AZA members, develops position recommendations, works with government officials on developing effective federal legislation and regulations and supplies information on legislation and regulations to its member institutions. The staff also assists in state legislation and regulations as requested by AZA members.

## ACCREDITATION

The accreditation program establishes and maintains professional standards and evaluates zoological parks, aquariums and related facilities against those standards. In addition, the accreditation program prepares and assembles Visiting Committees, reviews inspection reports, deliberates and determines approximately 50 cases each year, monitors progress of all institutions, and coordinates mentoring.

## MEMBERSHIP OPERATIONS/WEBSITE

The Membership staff works to provide the best possible service to current members, to recruit new members, and to anticipate the future needs of the diverse membership. The staff achieves these goals by evaluating member needs, improving lines of communication, and providing efficient and quality customer service.

The AZA Web site is one of the Association's primary means of communicating with both the general public and AZA membership. All of AZA's functions are represented on the site. The Members Only section includes access to listservs, industry statistics, information published by AZA's conservation and science programs and to the Resource Center, an online source of practical working documents contributed by AZA member institutions.

## MARKETING

The marketing programs of the AZA are designed to generate visibility and financial support for the Association. The marketing staff is building the *Proud Partner of America's Zoos and Aquariums* program, the highest level of national sponsorship. Additional promotional programs are aimed at generating additional revenue for participating member institutions.