

North American Conservation Award

2012 Guidelines for completing the application

All applications are due by close of business on May 1, 2012, and must be compiled into one PDF file. Please make sure the file name reflects both the award name and the institution. Abbreviations are fine.

AZA has contracted with WEBCARGO to provide a quick and easy way for you to submit your application. Please submit your application using this link:

<https://rwc3.webcargonet.com/webcargonet/r.php?w=274845-1u0egSYjJsz1PrUgap>

WEBCARGO allows you to send large files via email, without the need to reduce their size. There is no need to sign up, nothing to install and nothing to download. All deliveries are encrypted so security is not an issue and WEBCARGO lets you know when your file is received. The upload speed will vary depending on your Internet Service Provider and the size of your file so you may need to be patient. Please contact Chris Altmann at 514-905-5223 x249 or chris.altmann@webcargonet.com if you need assistance with the upload.

Questions? Please contact Barbara Pueschel (bpueschel@aza.org; 301-562-0777 x226).

The Association of Zoos and Aquariums names conservation as its highest priority, and recognizes exceptional efforts by AZA Institution, Related Facility or Conservation Partner members toward regional habitat preservation, species restoration, and support of biodiversity in the wild through its North American Conservation Award. Regional efforts include those within the submitting institution's country or local bioclimatic / geographic area which may only include countries outside North American that are contiguous to those areas.

A. CANDIDATE

Program Title: It is important, for judging and recognition purposes, that the entry be identified by a specific title that is used consistently throughout the application.

B. APPLICANT

Items in this section are self-explanatory.

If two or more AZA institutions collaborate on a project and wish to be considered collectively, this section should be completed fully and signed by the director of each collaborating institution. See Section E for more information on collaborative programs.

C. PROGRAM SUMMARY

Provide a concise program description, maximum of one-half of a single-spaced page of 12 point type to introduce your program to the judges and possibly be used for publicity purposes.

D. PROGRAM NARRATIVE

Describe your program as completely as possible, addressing the following specific topics:

1. Description and significance of conservation problem (background, location, species). What are the goals of the project and how does it relate to the goals of the institution and AZA program?
2. Provide an outline and timeline for the conservation project.
3. Describe the project action.
4. Level and significance of institutional commitment (time, funds, staff commitment).

5. Annual budget for project development (what percentage from AZA institutions).
6. Describe the educational component and partners for the project.
7. List the contributing institutions and their roles.
8. How will the results of the project be shared and disseminated?
9. Project results and ongoing commitment.
10. Describe how the project is being evaluated.

Your Program Narrative may not exceed three single-spaced pages of 12 point type, and it should adhere to the Format for Narrative. Please number the ten required topics in your narrative.

E. Collaboration

If the level of collaboration on a project is such that institutions wish to be considered collectively, with certificates to each institution, please list:

- The collaborating institution(s).
- List the criteria that were used to determine whether an institution's level of participation warranted inclusion in the application.
- Include, as an appendix, the contributions that each of these institutions has made to the program.
- Additionally, please submit a letter from the Director(s) of the collaborating institution(s) indicating support of the submission. It is the responsibility of the submitting institution to properly determine the level of participation by other institutions.

F. Supplemental Materials

Additional materials in support of the application may be included. Applicants may supply as much information as they feel is appropriate, but judges may discount excessive documentation.

If photos are submitted, the maximum is ten. Limit captions to 50 words or less on each photo.

G. Images

Submit one digital image (JPEG or TIF 300 dpi preferred) that illustrates the program. It will be used during the AZA Annual Conference Awards Ceremony PowerPoint presentation.

H. Submitter

The SUBMITTER is that person responsible for the contents of the entry. Failure to provide an electronic signature on the designated line will constitute an incomplete application.

I. News Release Form

AZA will create a news release for each award winner. Please complete the form and in the "summary" portion, write a paragraph describing your program, including details such as new techniques or technologies employed, cost of construction (for exhibit award applications), and a description of any species of animal involved.

Also, please submit the name, phone number and email address of a media contact for the award and a quote from the institutional director. Copies of the release will be shared with the institution for approval.

It would be helpful to request that the Public Relations Department at your institution complete this form. Submit the completed News Release Form (available at <http://www.aza.org/honors-awards/>) with the application and also email the form as a WORD document to Barbara Pueschel: bpueschel@aza.org

J. WINNER'S RELEASE: HELP YOUR FELLOW MEMBERS!

If yours is the winning application, would you be willing to have it posted on the AZA website? Many people have asked for examples of a winning application so we are hoping to be able to post them on AZA's website. It would be possible to edit the application before posting if there is information included that you would not wish to share with a wider audience.