2010 Conference PowerPoint Presentations
September 12-16, 2010
Houston, Texas

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Animal Care & Management Track

Value of Hormone Monitoring and Endocrine Service Laboratories to In-Situ and Ex-Situ Species Conservation

Creation of the Endocrinology Scientific Advisory Group and Value of Endocrine Service Laboratories
- Janine Brown, Research Physiologist, Smithsonian Conservation Biology Institute

Use of Non-invasive Endocrinology to Assist with Animal Management and Breeding Efforts
- Karen Goodrowe, General Curator, Point Defiance Zoo & Aquarium

Development of “Field-friendly” Endocrine Techniques and Their Application to Wildlife Research
- Rachel Santymire, Director, Lincoln Park Zoo, Davee Center for Epidemiology and Endocrinology

Applying Endocrine Monitoring to Assess Animal Welfare
- Nadja Wielebnowski, V.P. Conservation Science, Chicago Zoological Society-Brookfield Zoo

Enhancing Animal Welfare and the Zoo Guest Experience

Diminishing Fear and Improving Zoo Animal Welfare
- Gail Laule, President, Active Environments

Quiet Coyote Campaign: Improving Zoo Guest Experience and Animal Welfare
- Colleen Kinzley, General Curator, Oakland Zoo

Improving Animal Welfare Through Exhibit Design
- Margaret Rousser, Lead Keeper, Oakland Zoo

Sustaining the Unsustainable: Innovative Ways of Managing Flocks and Other Groups

Ground Hornbills: A Case Study of the Challenges in Maintaining a Sustainable Population in Zoos
- Roger Sweeney, Curator, Tracy Aviary

Genetic Management of Unpedigreed Populations: Groups, Flocks, Colonies, Herds
- Kristine Schad, Associate Population Biologist, Population Management Center, Lincoln Park Zoo

Sustainable Management of Four Species of Bulbuls (Family Pycnonotidae)
- Gina Ferrie, Research Associate, Disney’s Animal Kingdom
- James Mejeur, Zoological Manager, Disney’s Animal Kingdom

ZIMS Project Update and Implementing the ZIMS Application in Your Institution: A Step By Step Approach and Some Real Life Experiences

Working With the ISIS Network: Key to Managing the Sustainability of Your Animal Collection
- Roger Stonecipher, CEO, International Species Information Systems

Implementation of ZIMS, Step by Step
- Hassan Syed, Chief Technology Officer, International Species Information Systems
- Rebecah Bryning, Senior Analyst/Programmer, The Zoological Society of San Diego
- Jeff Andrews, Associate Curator of Mammals, The Zoological Society of San Diego
- Pat Morris, DVM, Associate Director of Veterinary Services, The Zoological Society of San Diego
- Martin Ramirez, Curator, Woodland Park Zoo
Polar Bears: In-Situ and Ex-Situ Issues
How AZA Institutions are Enhancing Their Polar Bear Exhibits, Conducting or Supporting Polar Bear Research, and Hosting Arctic Ambassador Centers
- Alejandro Grajal, Senior Vice President for Conservation, Education and Training, Chicago Zoological Society-Brookfield Zoo
- Michelle Furrer, Director, Como Zoo

“It Won’t Happen to Us” and Other Myths - and Facts - About Elephant Herpesvirus
EEHV Preparedness from Animal Care Perspective
- Daryl Hoffman, Large Mammal Curator, Houston Zoo, Inc.
The Increasing Public and Media Relations Challenges for Zoos with Elephants Affected by EEHV
- Jill Allread, APR, Principal, Public Communications, Inc.

An Animal Escape With a Different Twist?
Armed Response Team at the San Francisco Zoo - A Case Study on: Philosophy of Use, Equipment, Training Process, Practice, and Planning
- Anthony Brown, Animal Keeper / Armed Response Team Coordinator, San Francisco Zoo
Incorporating Multiple Emergency Response Agencies Into Your Escape Plan
- Anne Knapp, Director Animal Resources, Zoo New England
Public Relations Role in an Animal Escape
- Kelly Lessard, Public Information Officer, Minnesota Zoological Garden

Noteworthy Collection Successes in Aquariums and Zoos
Triggering Public Aquarium Efforts to Rear Marine Fish
- Dr. Michael Tlusty, Director of Research, New England Aquarium
- Dr. Andrew Rhyne, Assistant Professor, Roger Williams University
North America’s First African Shoebill Stork Hatching (Balaeniceps rex)
- Julie Tomita, Animal Care Manager, Tampa’s Lowry Park Zoo

Conservation Track

Conserving Amphibians Through Action, Research, and Engagement
Becoming a FrogWatch USA Chapter - It’s Fun, It’s Easy, & It’s Free!
- Danni Logue, Education Assistant/Volunteer Coordinator, Jenkinson’s Aquarium

Conservation Action and Opportunities at Zoos and Wildlife Facilities Around the World
From Rescue to Release: Responding to Cambodia’s Illegal Wildlife Trade
- Nick Marx, Wildlife Rescue Director, Wildlife Alliance
Matching Culture and Climate: Developing a Sustainable Fuelwood Project in Papua New Guinea
- David Selk, Horticulturist, Woodland Park Zoo
Dysfunctional Zoos: Their Impact on Wildlife Conservation
- Sally Walker, Managing Trustee, Zoo Outreach Organization

Ten Years After: Developing Conservation Success Through Long-Term Presence
Mbeli Bai Study – Long-term Research and Conservation of Gorillas and Other Large Mammals in the Nouabalé-Ndoki National Park
- Thomas Breuer, Principal Technical Adviser Nouabalé-Ndoki National Park & Principal Investigator Mbeli Bai Study, Wildlife Conservation Society - Congo Program
Lowland Tapir Conservation Initiative: Promoting the Research and Conservation of Tapirs in Brazil
- Patricia Medici, Research Coordinator, Lowland Tapir Conservation Initiative, IPÊ - Instituto de Pesquisas Ecológicas
Kinabatangan Orang-utan Conservation Project: Addressing Orang-utan and Wildlife Conservation at the Landscape Level
- Dr. Marc Ancrenaz, Co-Founder and Director, Hutan – Kinabatangan Orang-utan Conservation Project
Building Blocks for Palm Oil Awareness

Field Research on the Palm Oil Crisis
• Dina Bredahl, Animal Care Manager, Cheyenne Mountain Zoo
Implementing a Palm Oil Awareness Program at Your Institution
• Tracey Gazibara, Vice President, Cheyenne Mountain Zoo
Corporate Involvement in the RSPO Certification and Zoo-driven Awareness of the Palm Oil Crisis
• Alejandro Grajal, Senior Vice President for Conservation, Education and Training, Chicago Zoological Society-Brookfield Zoo
Additional Presenter
• Dr. Marc Ancrenaz, Co-Founder and Director, Hutan – Kinabatangan Orang-utan Conservation Project

Becoming the Conservation Organizations Our Members Desire

Beyond a Zoo - Becoming a Zoo Based Conservation Organisation
• Jenny Gray, CEO, Zoos Victoria

Aquarium Affairs Track

Best of IMATA 2010

Stretcher Training of the Giant Manta
• Dennis Christen, Curator of Animal Training and Interactive Programs, Georgia Aquarium
Care and Handling of Neonate Bottlenose Dolphins
• Lauren McKenna, Dolphin Quest Hawaii

Climate Change Interpretation - Learning From Reflective Practice in Aquariums

Linking Visitor Questions to Global Scale Systems and Shared Values
• John Anderson, Director of Education, New England Aquarium
Guest Experience and Climate Change Messages in New Exhibit: Hot Pink Flamingos
• Jim Covel, Senior Manager, Guest Experience Training & Interpretation, Monterey Bay Aquarium
Teens Messaging About Climate Change Using a Spherical Display System
• Nancy Hotchkiss, Senior Director for Visitor Programs and Education, National Aquarium in Baltimore
Using Shared Values to Communicate Climate Change in One-on-One Interactions
• Lori Perkins, Interpretation Manager, Aquarium of the Pacific

Forming a National Coalition of Aquariums Focusing on Climate Change and Oceans

What Have We Learned From the Summit Evaluation?
• Elin Kelsey, President, Elin Kelsey and Company
Incorporating Climate Change into Long Term Planning
• Debbi Stone, Vice President for Education, Florida Aquarium

Youth as Drivers of Environmental Engagement: A Key Role for Aquariums and Zoos

Public Opinion Survey Results: Understanding Teen and Tween Attitudes Toward Conservation
• Bill Mott, Director, The Ocean Project
Monterey Bay Aquarium Teen Programs: Evaluating Their Impact
• Chris Parsons, Principal, Word Craft
Effects of Zoo and Aquarium Volunteerism on Teens’ Sense of Empowerment
• Kathryn Owen, Education Research Supervisor, Woodland Park Zoo
Become a Social Change Agent and Build Rewards, Recognition and Relevance
• Debra Kerr, Consultant

Business Operations Track

Get More Out of Your Information Technology for Less

How to Recycle Intellectual Capital to Minimize I.T. Costs
• Gregg Oosterbaan, Director of Information Technology, Columbus Zoo and Aquarium
Five Ways to Ensure a Greater ROI During Your System Upgrade
• Ronald Radford, Senior Zoo Consultant, Accelerando, Inc.
Deploying Technologies That Can Reduce Your HR Costs
• Karen Auman, Director of Visitor Services, North Carolina Zoological Gardens

Protecting Your IT Investment and Avoiding PCI Compliance Fines
• Scott Muller, VP Platform Services, Accelerando, Inc.

New Ideas for Saving Resources and Increasing Revenue
New Revenue from an Old Source
• John Haeseler, Senior Associate, AECOM Economics (formerly ERA-Economics Research Associates)
Maximizing Your Facility’s Earned Revenue Potential
• Elena Kazlas, Principal, ConsultEcon, Inc.

Hot Trends in Revenue: The What, How and Why to the Latest Money Makers in Food, Retail and Visitor Services
Best Practices for Offering Premium Animal Experiences for Guests
• Michelle Israel, Director of Sales, San Diego Zoo and Wild Animal Park

Unveiling the Secrets to Selling Eco-friendly Products
• Terry Blumer, Gift Shop Manager, Woodland Park Zoo
Revenue That Relates to Your Mission: Going Organic
• Erika Kohler, Director of Guest Services, Lincoln Park Zoo

Selling Experiences to Advance Your Mission
Behind-the-Scenes Tours, Dolphin Encounters
• Norah Fletchall, Vice President of Conservation, Indianapolis Zoo

Best Practices in Safety and Zoo Preparedness
Risky Business - Connecting People with Animals
• Tracy Brower-Thessing, Director of Animal Collection, Cheyenne Mountain Zoo
Creating a Top Performing Safety Team
• Sheri Lytle, VP/Human Resources & Volunteer Services, Houston Zoo, Inc

Diversity for Your Zoo for 2010 and Beyond
The Changing Face of Houston and America: Tracking the Economic and Demographic Transformations Through 29 Years of Houston Surveys
• Dr. Steven Klineberg, Rice University, Sociology Department

Development/Fundraising & Membership Track

IMLS Funding for Zoos and Aquariums
Grant Applications from the Reviewer Perspective
• Nancy Hotchkiss, Senior Director for Visitor Programs and Education, National Aquarium in Baltimore

Trends, Truths and Benchmarking in Membership and Development - The Numbers People Want to Know!
Membership and Development Trends at Aquariums
• Crystal Mead, Membership Services Manager, Texas State Aquarium
Membership and Development Trends
• Dana Hines, President & CEO, Membership Consultants
Building a Major Gifts Program, Benchmarking & Trends
• Bob Ramin, Executive Director, National Aquarium in Washington DC
• Martha Schumacher, Former President, Association for Fundraising Professionals

Smaller Zoos with Big Successes in Membership and Fundraising
Make Your Garden Grow...With Community and Direct Mail
• Jennie Rayner, Director Of Park Services, The Living Desert
Partnering With Your Community for Fundraising Success
• Melinda Booth, Fund Development Director, Sequoia Park Zoo Foundation
The Art of Retention: New and Traditional Methods Collide
*Oakland Zoo’s Renewal Cycle and Strategy*
  • Eric Maul, Membership Manager, Oakland Zoo
*Renewals: Hit Me Baby One More Time*
  • Lori Pace, Director of Membership, Nashville Zoo
*Integrated Paths of Engagement and Renewal*
  • Bill Tortorici, Assistant Director of Membership, John G. Shedd Aquarium
*Using Email for Effective Renewal Campaigns*
  • Kristie Cobb Hacke, Vice President, Development & Membership, Georgia Aquarium
  • Stephen Guerra, Email Communications Strategist, Silverpop

The Value of a Strong Member Base: Revenue, Attendance, Political, and Mission Impacts
*Yours, Mine, Ours – The Revenue Tug-of-War Between Admissions and Membership*
  • Mary Bradley, Director, Membership Services, Denver Zoological Foundation
*Members as a Means to Achieving our Missions*
  • Jerry F. Luebke, Ed.D., Senior Manager, Audience Research, Chicago Zoological Society-Brookfield Zoo

Hosting Successful Special Events in Hard Economic Times
*Putting the Ummmph and the Profits Back into Your Silent Auction*
  • Camille Pons, Development Officer, Arizona-Sonora Desert Museum
*Special Events: Necessary Evils*
  • Jean Ellis, Vice President, Development and Membership Services, Denver Zoo

Rising to the Challenge - Achieving Fundraising Success (Even in a Crisis)
Moderator: Keith Curtis, Founder/President, The Curtis Group
*The Banking Crisis Actually Helped Eliminate Our $9 Million Construction Debt*
  • Page Hayhurst, Executive Director, Virginia Living Museum
*Matching Gift Inspires New Support in the 2008 Economic Crisis*
  • Terry Maple, Ph.D., President and CEO, Palm Beach Zoo
*Grassroots Campaign Helped Keep Elephants at the Zoo*
  • Donna Fernandes, Ph.D., President/CEO, Buffalo Zoo
*Motivated Board Rises to a Kresge Challenge, Despite the Recession*
  • Liz Fowler, Executive Director, Cleveland Zoological Society

Education Track

Successful Education Field Trips: Keeping All of the Players in the Game
*The Plus of a Pilot*
  • Leah Melber, Director of Student and Teacher Programs, Lincoln Park Zoo
*Meeting the Needs of Homeschooler Families: A Plan that Works*
  • Stacy Graison, Director of Education, Zoo Atlanta
*Targeting Teachers — Understanding Roles and Rationales*
  • Jim Kisiel, Associate Professor, Department of Science Education, California State University, Long Beach
*A Program Can Change the Entire Field Trip*
  • Chris Parsons, Principal, Word Craft

Advances in Program Animal Use: Respecting their Role and Enhancing Their Impact
*The Value of Training Education Program Animals*
  • Barbara Heidenreich, President/Owner, Animal Training and Consulting Services/Good Bird Inc.
*Get Outside! Using a Novel Messaging Approach to Inspire Audiences to Connect with Nature*
  • Karen Povey, Associate Curator, Conservation and Education, Point Defiance Zoo & Aquarium
*Measuring the Impact of Animal Programs on Visitor Attitudes and Emotions*
  • Kathryn Owen, Education Research Supervisor, Woodland Park Zoo
*The Need for Program Animal Evaluation- Knoxville Zoo’s First Steps and the Role of AZA’s Conservation Education Committee*
  • Kevin Hils, Director of Education and Communications, Knoxville Zoological Garden
*Animal Interaction and Biosecurity: Things to Think About*
  • Don Janssen, DVM, Director of Animal Health, San Diego Zoo
Issues, Challenges, and Successes when Creating Bilingual English-Spanish Programs in Zoos and Aquariums

How Integrating Bilingual Education Programs Can Illuminate Interpretation
• Julie Galbraith, Interpretation Manager, Texas State Aquarium
Specific Needs of a Culturally Diverse Audience
• Dustin Miller, Bilingual Educator, Dallas-Fort Worth
The Dallas Zoo’s Bilingual English-Spanish Program
• Lucy Hale, C.I.G., Education Manager, Programs and Curriculum, Dallas Zoo Management, Inc.

Climate Change 101 Training for Interpreters
More Marine Ecosystem Emphasis Needed in Climate Messaging
• Mark Plunkett, Conservation Curator, Seattle Aquarium
Ocean Change Education - Aquarium Network
• John Anderson, Director of Education, New England Aquarium
Evaluations of “Climate Change 101” Training Workshop
• Justine Walker, Graduate Student, University of Washington
Implementation of Climate Change Messaging Through Trained Staff Interpreters
• Andrea DosSantos, Interpretation Curator, Seattle Aquarium

Best Practices and Trends for Creating Interpretive Guest Experiences
An Overview of Exhibit Interpretive Trends
• Kerry Morgan, Director of Education, Oregon Coast Aquarium
Planning with the Whole Guest Experience in Mind: Best Practices and Trends
• Steve Boyd-Smith, Interpretive Programs Developer, Minnesota Zoological Garden
Visitor Experiences and Learning Outcomes with Animal Encounters
• Jim Kisiel, Associate Professor, Department of Science Education, California State University, Long Beach

How Great Staff and Volunteer Culture Can = Great Guest Service
Moderator: Stacy McReynolds, Education Manager, San Antonio Zoo
Awesome Guest Service - Where to Start?
• Stacy McReynolds, Education Manager, San Antonio Zoo
Shifting Staff Culture: What We Learned by Going Green
• Michelle Jost, Director of Sustainable Practices, John G. Shedd Aquarium
Service for Our Littlest Guests
• Ann Quinn, Director, Education & Conservation, SeaWorld San Antonio
Who Do the Guests Belong To? Solving the Visitor Experience Dilemma
• Brad Parks, Director of Public Programs, Denver Zoo
“We Promise” – How to Simplify Guest Service Training
• John Gannon, Director of Zoo Revenue and Guest Service Operations, Columbus Zoo and Aquarium

Connecting Kids to Nature: What We Know and How We Do It
Nature Play Programming for Young Children: Professional Development Needs
• David Becker, Senior Manager of Learning Experiences, Chicago Zoological Society-Brookfield Zoo
Field Based Programs that Connect Visitors to Nature
• Tim Oldread, Director, Center for School and Public Programs, Mote Marine Laboratory

Public Relations/Marketing Track

Zoo Opposition: Addressing the Tactics and the Mindset
The Extremist Examined
• Julia McHugh, Director of Public Relations, Santa Barbara Zoo
Is it Getting Hot in Here? Climate Change Exhibits and Their Impact
• Christina Simmons, Public Relations Manager, San Diego Zoo

Looking at Climate Change in a Different Way: Hot Pink Flamingos: Stories of Hope in a Changing Sea
• Karen Jeffries, Public Relations Manager, Monterey Bay Aquarium

Games, Technology and Learning
WolfQuest – Videogame and Online Community
Grant Spickelmier, Assistant Director of Education, Minnesota Zoological Garden
Zoo Scene Investigators – Handheld Computer Based Role-playing Game
• Kellie Walker, Conservation Education Instructor, Columbus Zoo and Aquarium

Canada’s Arctic – Interactive Exhibit and Social Media
• Jeff Heywood, Manager of Content Development, Vancouver Aquarium

Working Together to Tell Our Story: Translating Science-speak into Something Fun
Circling the Wagons
• Ana Bowie, VP Strategic Initiatives and External Affairs, Denver Zoo
Ostriches Don’t Bury Their Heads
• Rich Block, Chief Executive Officer, Santa Barbara Zoo

Five "Must Know" Studies
• Kyle Burks, Executive Vice President, Denver Zoo
Jackie Ogden, VP Animal Programs and Environmental Initiatives, Disney’s Animal Kingdom
Scientist Whisperers and Other Mythical Creatures
• Chris Kuhar, Curator of Primates and Small Mammals, Cleveland Metroparks Zoo

Regis, Regs, Regs
Government – Owned Specimens and Records
• Rachel Watkins Rogers, Zoo Registrar, Zoo Miami

Creating a Great Consultant/Client Working Relationship
Moderator: Chris Gentile, Director, Western North Carolina Nature Center
Characteristics of a Great Consultant/Client Relationship
• Nancy Hotchkiss, Senior Director of Visitor Experiences and Education, National Aquarium in Baltimore
Creating an RFP and Finding the Right Consultant for the Project
• Vivian VanPeenen, Curator of Education, Reid Park Zoo
Ensuring a Mutual Understanding of Expectations with a Clear Project Scope and a Detailed Time Line
• Terry O’Connor, Principal, Terry O’Connor Consulting
How Education Departments Can Make the Most of Limited Resources
• Leslie Hubbard, Principal, LMH Consulting

Exhibit Design - What’s New and Innovative? Session 1
National Mississippi River Museum & Aquarium Creates a Whole New Animal
• Jerry Enzler, Executive Director, National Mississippi River Museum & Aquarium
Amazonia: Forest of Riches
• Erik Beck, General Curator/Interim Animal Curator, Mesker Park Zoo & Botanic Garden
Hot Pink Flamingos: Stories of Hope in a Changing Sea
• Jenny-Sayre Ramberg, Senior Exhibition Developer, Monterey Bay Aquarium
Exhibit Design - What’s New and Innovative? Session 2
Stawson Family Tiger Trek: The Asian Experience
• Mark Reed, Executive Director, Sedgwick County Zoo
• Craig Rhodes, Principal, WDM Architects P.A.
Innovative Presentation of Polar Species
• Mark Zoeller, Assistant Director, Louisville Zoological Gardens
• John Kemper, Project Manager, PGAV Destination Consulting
Creating a “Restless Planet” - Renovation and Re-design
• Mark Swingle, Director of Conservation and Research, Virginia Aquarium & Marine Science Center
• Peter Sollogub, Associate Principal, Cambridge Seven Associates, Inc.

USDA and Contingency Planning
Overview
• Yvonne Nadler, Veterinary Epidemiologist, Lincoln Park Zoo

On the Boards
Seals and Sea Lions Renovation
• Susan Ades, Director of Exhibits, Smithsonian's National Zoological Park
• Devin Lai, Senior Associate, The Portico Group
Elephant Trails
• Kara Blond, Exhibit Development Manager, Smithsonian's National Zoological Park
• Jim Brighton, Principal, PJA architects + landscape architects, p.s

Emergency Planning: Does Yours Include Volunteers?
Planning for Internal Emergency Situations
• Dodi Falcon, Volunteer Coordinator, BREC's Baton Rouge Zoo
Planning for External Emergency Situations
• Kirin Daugharty, Manager of Volunteer Programs, Greater Los Angeles Zoo Association
Training Your Volunteers on How to Use Your Emergency Plans
• Jessica Deering, Supervisor of Guest/Volunteer Services, The Butterfly House

Rejuvenate Your Volunteer Department with Limited Resources
Exponential Growth With Limited Resources
• Tammy Rach, Senior Volunteer Manager, Zoological Society of San Diego
Rejuvenating Your Volunteer Department: Building Towards Success
• Brian Kutsch, Volunteer Manager, Birmingham Zoo

Interns: Investing in Diversity and Quality While Maximizing Resources
Structuring Intern Programs to Engage and Benefit Your Workgroup
• Karen Rifenbury, Marine Life Keeper, Oregon Zoo
Benefits and Challenges of Incorporating Interns Into a Well-established Volunteer Program
• Tanya Paul, Wildlife Show Supervisor, Oregon Zoo
Departmental Partnerships Strengthen the Effectiveness of Internship Management
• Stacey Luhring, CVA, Senior Education Specialist, Volunteer Services and Visitor Experience, Point Defiance Zoo & Aquarium

Exploring & Applying Volunteer Management Standards
Different Aspects of Increasing Volunteer Management Standards
• Mari Otomo, Supervisor of Volunteer Services, Vancouver Aquarium
• Stacey Luhring, CVA, Senior Education Specialist, Volunteer Services and Visitor Experience, Point Defiance Zoo & Aquarium
Additional Presenters:
• Nette Pletcher, Professional Development Program Manager, Association of Zoos & Aquariums
• Gwyndelen Holt, Volunteer Coordinator, Houston Area Women’s Center and Houston Association of Volunteer Administrator
Taking Youth Volunteering to the Next Level - Tips and Techniques

A Smaller But Better Youth Program
• Kristi Giles, Manager of Volunteer Programs, Maryland Zoo in Baltimore

Building Leadership Among Youth Volunteers
• Bill Davis, Volunteer Coordinator, Toledo Zoo

Using Evaluations to Strengthen Youth Volunteers
• Mari Otomo, Supervisor of Volunteer Services, Vancouver Aquarium

Transforming Youth Volunteers into Great Employees
• Debra Kutska, Conservation Leadership Program Supervisor, Chicago Zoological Society-Brookfield Zoo