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CAZA 2012 CAMPAIGN WATER FOR WILDLIFE!

At the March 2011 Board meeting the Conservation & Education Committee was directed to prepare a detailed proposal for a 2012 & 2013 campaign to be approved at the fall Board meeting.

To begin the development of the proposal, a meeting was held at the Toronto Zoo on June 6. The objectives of the meeting were:

- To identify the messages that would serve as the basis for the 2012 & 2013 Campaign
- To identify what materials should be made available to members participating in the campaign
- To begin preparation of a series of recommendations for review at the September 2011 Board Meeting.

The group included educators, communicators, curators and administrators from a number of member facilities. Based on their input, a number of key elements that will help to guide the 2012 campaign were identified. They are:

Target Audiences

- Visitors to member facilities
- General public – access through media – website, social media, print
- Other NGOs- for positioning purposes

MISSION STATEMENT

Unite the Canadian Zoo and Aquarium community in connecting people to nature through demonstrating dedication to conservation and excellence in animal care.



## CAZA 2012 CAMPAIGN - WATER FOR WILDLIFE!

- Governments – federal and provincial – funding and positioning

### Messaging

- Water is a finite resource
- Water is critical for all life – especially wildlife
- Water must be conserved / protected

What separates us from other NGOs that have water as a priority?

- Motivated audience – 11 million visitors
- Wildlife in collections and ability to link messaging to their survival

Toolkit elements should include:

- Brochure
- Web site
- Theme / logo
- Banner stands
- Power point
- PSA's
- Social media component

Based on this input “Water for Wildlife” was selected as a campaign theme. Water is increasingly recognized as a finite and critical resource in the world today. It impacts on all species and ecosystems in the world and is a topic that is flexible enough to be able to be delivered by all CAZA members in one form or another. With the impact of climate change, extreme shortages or massive floods are becoming more of an issue and it is predicted that this will continue into the future. Lakes, rivers and oceans struggle with the impacts of pollution, over use, invasive species and many other challenges. Changes to the Arctic Ocean as a result of global warming will have major impacts on the people, species and habitats in the Arctic. Rising carbon dioxide levels in the world's oceans threaten the very survival of coral reefs around the world.

The strategy for the 2012/2013 campaign is to seek four partners who will contribute \$50,000.00 each. The campaign will follow a similar approach to the ‘Our Arctic’ program as far as the creation of a substantial “toolkit” that will be provided to all participating members. The toolkit will be adjusted from the Our Arctic program, based on the input from the Toronto workshop participants and the amount of money available from contributions.

Assuming that the full level of support being sought is obtained there will be two new elements to the campaign. The first will be a two year contract position for a program manager. The second will be heavy emphasis on the use of “Social Media” throughout the campaign.

## FROM THE PRESIDENTS DESK

## LA PLUME DU PRÉSIDENT



Robin Hale

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Member of IUCN  
The World Conservation Union  
Member of WAZA  
The World Zoo Assoc.

I would like use this column to say that we are indebted to Kicking Horse Grizzly Bear Refuge for hosting our annual conference in such a beautiful and intimate setting in the Rockies – it was a perfect place for all of us to reflect on the way in which our institutions connect Canadians to nature. This in fact, was the theme for the conference. And I can say that it was a very successful meeting with interesting and thought provoking presentations and many decisions taken by your Board that will direct our activities in the year ahead.

I can say, without fear of contradiction, that this has been a busy and rewarding year for your Association. The past activities have been addressed in the various Committee, Commission and Ottawa reports. I would like to focus my attention on some of the key activities that will occupy us all in the year ahead.

I'm particularly pleased at the quality of our new publication – Wildlife Matters in Canada. The first issue has been distributed and we would appreciate any comments you have or suggestions for its improvement. We are planning on two issues being published in 2012. We have already identified a number of changes that we feel will further improve the value of the magazine to our members. We will be seeking input to the articles from all of you.

Je voudrais utiliser cette colonne pour dire que notre reconnaissance est grande à l'endroit du Kicking Horse Grizzly Bear Refuge qui a accueilli notre congrès annuel dans le cadre si magnifique et intimiste des Rocheuses - c'était un endroit parfait pour nous permettre à tous de réfléchir sur la manière dont nos institutions peuvent rapprocher les Canadiens de la nature. C'était, en fait, le thème du congrès. Et je peux dire que ce fut une rencontre très fructueuse avec d'intéressantes présentations donnant matière à réflexion, et de nombreuses décisions furent prises par le conseil d'administration qui orienteront nos activités dans l'année à venir.

Je peux dire, sans crainte de contradiction, que cela a été une année bien remplie et enrichissante pour votre Association. Les activités passées ont été abordées par les différents Comités, Commissions et rapports d'Ottawa. Je voudrais concentrer mon attention sur certaines des activités clés qui vont nous occuper dans l'année à venir.

Je suis particulièrement heureux de la qualité de notre nouvelle publication - Wildlife Matters in Canada. Le premier numéro a été distribué et nous apprécierions recevoir vos commentaires ou savoir si vous avez des suggestions pour son amélioration. Nous envisageons de publier deux numéros en 2012. Nous avons déjà identifié un certain nombre de changements qui, nous pensons, permettra d'améliorer encore la valeur de la revue pour nos membres. Nous solliciterons vos suggestions au sujet des articles à venir.

Les relations avec le gouvernement ont connu des niveaux de succès mitigés durant l'année écoulée. Nous convenons tous que c'est un domaine d'une importance fondamentale pour notre Association, et nous y consacrerons beaucoup de temps au cours de l'année prochaine. Un objectif majeur sera de convaincre les gouvernements provinciaux d'adopter l'accréditation de l'AZAC comme standard pour tous les zoos - l'Alberta accorde maintenant une attention sérieuse à cette perspective. Nous allons également continuer à travailler avec l'ACIA pour éliminer les obstacles à l'importation d'insectes au Canada et leur circulation dans le pays. En outre, nous avons récemment pris connaissance de nouvelles réglementations sur l'importation d'animaux aquatiques au Canada. Ceci est un autre do-

## FROM THE PRESIDENTS DESK

Government Relations has seen a mixed level of success in the past year. We all agree that this is a fundamentally important area for our Association, and we will be devoting a lot of time to it in the next year. A major area of focus will be to persuade provincial governments to adopt CAZA accreditation as the benchmark for all zoos – Alberta is now giving serious consideration to this move. We will also be continuing to work with CFIA to remove obstacles to the import of insects into Canada and their movement within the country. In addition we have recently become aware of new regulations on the importation of Aquatic Animals into Canada. This is another area that may cause problems for our members and as such we will work with CFIA to minimize the impacts. These issues illustrate perfectly our determination to broaden and strengthen our working relations with key government agencies and Ministers at both the federal and provincial levels of government. Our Government Relations Committee, headed by Clément Lanthier, is working on a strategy to do just that, and National Office will be giving it greater priority in the coming months.

We will also continue our work on several initiatives to increase the Association's revenue streams:

- The development of a line of CAZA-certified nutritional products for captive animals is under discussion. The idea is to improve the nutrition and health of the animals in our collections through specially-designed products that would be made available at a competitive price, while at the same time returning a modest profit to the Association.
- Development and marketing of a line of CAZA-endorsed retail products for sale in your gift shops, again providing product for you at a favourable price point while returning some revenue to CAZA.

I'm very excited about the planning for our next national education/outreach campaign, slated for 2012-13. "Water for Wildlife" is the theme, following on our past campaigns – "Frogs Forever" and "Our Arctic-Our Life". As directed by the Board and fleshed out at a spring Toronto workshop, the campaign will be one in a continuing series of efforts to engage Canadians in Canada's Biodiversity Challenges.

## LA PLUME DU PRÉSIDENT

maine qui peut causer des problèmes pour nos membres et nous allons travailler avec l'ACIA afin de minimiser les impacts. Ces questions illustrent parfaitement notre détermination à élargir et à renforcer nos relations de travail avec les principaux organismes gouvernementaux et les ministres, à la fois au niveau fédéral et provincial. Notre Comité des relations gouvernementales, dirigé par Clément Lanthier, travaille sur une stratégie visant à faire exactement cela, et le bureau national lui donnera une plus grande priorité dans les mois à venir.

Nous allons également poursuivre notre travail sur plusieurs initiatives visant à accroître les sources de revenus de l'Association :

- Le développement d'une ligne de produits nutritionnels pour animaux en captivité certifiée par l'AZAC est en cours de discussion. L'idée est d'améliorer la nutrition et la santé des animaux dans nos collections par le biais de produits spécialement conçus qui seraient mis à votre disposition à un prix compétitif, tout en rapportant un modeste profit à l'Association.
- Le développement et la commercialisation d'une gamme de produits approuvés par l'AZAC qui seront vendus dans vos boutiques de cadeaux, aussi disponibles à un prix favorable, et procurant des recettes pour l'AZAC.

Je suis très emballé par la planification de notre prochaine campagne d'éducation / de sensibilisation nationale, prévue pour 2012-13. « L'eau pour la faune » en est le thème, faisant suite à nos campagnes passées sur les grenouilles et l'Arctique. Comme indiqué par le conseil d'administration, la campagne, étoffée lors d'un atelier de printemps à Toronto, prendra la forme d'une série continue d'efforts pour engager les Canadiens dans les défis de la biodiversité du Canada.

L'eau pour la faune est le thème sélectionné pour la campagne, tout en reconnaissant qu'il existe beaucoup d'organisations travaillant activement à la conservation des eaux et que ce créneau pour l'AZAC s'applique à



## FROM THE PRESIDENTS DESK

Water for Wildlife was selected for the campaign theme, recognizing that there are many organizations actively working on water conservation and that CAZA's niche in this area has to do with the impact on all wildlife.

The Accreditation Commission report provides a more detailed report on the development of an electronic based, quantitative assessment process for our most significant program. I believe these changes will ensure that our accreditation program will continue to give us the credibility and stature we need with governments, the media, and our colleagues and with our visitors and the public.

And finally, I can't tell you how pleased I am to be able to report to you on the upswing in interest in joining CAZA and becoming an accredited or affiliated institution – an encouraging sign of the Association's growing profile and stature. This increased recognition is also evident in the steady flow of media and public inquiries seeking an authoritative voice for the wide range of issues/concerns with respect to the care of wildlife in Canada.

That being said, there remains much to be accomplished, and I as your President, and our Board of Directors are looking to you for advice and guidance as we direct our Association for the coming years. We always welcome your input, and we are actively seeking your involvement, in the many initiatives I've briefly outlined today; the more support you can provide, the more successful our collective venture will be – so please don't hesitate to speak up and give us your frank – and hopefully constructive, advice.

## LA PLUME DU PRÉSIDENT

l'impact sur la faune.

La Commission d'accréditation fournit un rapport plus détaillé sur le développement d'un processus électronique d'évaluation quantitative de notre programme le plus important. Je crois que ces changements feront en sorte que notre programme d'accréditation continuera à nous donner la crédibilité et la stature que nous devons avoir auprès des gouvernements, des médias, de nos collègues, visiteurs et du public.

Et enfin, je ne peux pas vous dire à quel point je suis heureux d'être en mesure de vous faire rapport de l'intérêt renouvelé de se joindre à l'AZAC et devenir une institution accréditée ou affiliée - signe encourageant de la notoriété grandissante de l'Association et de sa stature. Cette reconnaissance accrue est également évidente dans le flux constant de demandes des médias et du public qui cherchent un porte parole faisant autorité en ce qui concerne le large éventail de questions et d'inquiétudes à l'égard des soins des animaux sauvages au Canada.

Cela étant dit, il reste beaucoup à faire, et en tant que président, de concert avec notre conseil d'administration, je me tourne vers vous pour des conseils et des orientations afin de mieux diriger notre Association dans les années à venir. Nous accueillons toujours vos commentaires, et nous recherchons activement votre implication dans les nombreuses initiatives que j'ai brièvement décrites aujourd'hui; plus vous nous soutiendrez, plus notre aventure collective sera un succès - alors s'il vous plaît, n'hésitez pas à prendre la parole et à nous donner vos francs, et je l'espère, pertinents conseils.



## 2011 CAZA CONFERENCE REPORT

Jubilee Cacaci  
Manager, Kicking Horse Grizzly Bear Refuge

After lots of hard work and dedication the 36th Annual CAZA conference is behind us! There were over 56 delegates from various CAZA institutions and a total of 70 people attending many of the events.

The theme “Creating Connections to Nature – Motivating Action” examined the role of Zoo’s and Aquariums in creating nature connections and in turn offering simple ways to turn passion into action. Our Thursday keynote address by Karsten Heuer was poignant as he retold his “Being Caribou” story. His presentation moved the crowd to a standing ovation, as the delegates were struck by the emotional journey of this man and the opportunity of Zoo’s and Aquariums to invoke the same emotions. This was a great way to commence the conference. Thursday morning continued with a range of presentations relating to education and conservation. In the afternoon we switched gears into a panel discussion relating to branding and communication. Friday commenced with Rodney Payne of Think! Social Media offering a wealth of information and direction for social media efforts. This was followed by a social media panel discussion to engage the audience, ask questions, and find specific solutions. The afternoon concluded with animal husbandry presentations. All speakers were thoroughly enjoyed and fit well within the theme of creating connections to nature.

The institutional visit was a great success, enabling delegates to view Boo in his large natural enclosure. The weather at Kicking Horse Mountain Resort turned out to be spectacular with sunshine and cool crisp mountain air. Our final banquet at the Eagles Eye restaurant, nestled at 7700’ was perfect, and included a fireworks display put on by BC Wildlife Park.

Another great success, was the silent auction, we were able to raise close to \$5,515.00! I would like to personally thank all external artists and donors that created a hugely successful silent auction! Finances are not yet fully finalized, but once our accounting is complete all funds will be sent to CAZA.

I want to express my sincere appreciation to the Kicking Horse Grizzly Bear Refuge staff that made this conference a success. It is a privilege to have such a passionate and dedicated team! I am proud of our team for pulling this off considering our limited staff and time this particular summer – Great Job!

Many thanks also to our sponsors. The conference would have not been possible without the support of Kicking Horse Mountain Resort, Greater Vancouver Zoo, Agribands Purina Canada, Sysco, BC Wildlife Park and Overwaitea.

Thank you to everyone that made the big trip to the Rocky Mountains and beyond! Golden is a little jewel nestled within 6 parks and is a little taste of peace. I know it was a challenge to get to so thank you to everyone for your presence and full participation. I hope there was some great exchange of information and contacts. I hope your time at KHMR was spectacular and that you enjoyed it as much as we enjoyed having you visit us!



## COLLECTION SUSTAINABILITY INITIATIVE

The maintenance of the animal collections in CAZA institutions has been identified by the Board as one of the major threats that the industry will face in the future. Without genetically diverse, biologically significant and interesting collections of animals, endangered species recovery programs will suffer, education opportunities will decrease and public interest in zoos and aquariums will diminish!

The animal collections in CAZA institutions consist of two broad categories. The first, and smallest component consist of species “managed” in a coordinated way through SSP, EEP or studbook programs. The second and largest component is the species in the collections that have no central management direction.

Although it will vary from institution to institution it is likely that the managed species represent around 10 to 20% of the collections in CAZA facilities. AZA and EAZA - the two largest Associations with managed animal programs - have recently conducted a thorough review of their programs and have found that while there are some successes there are many more that are not going to be able to achieve the long term sustainability that they have been designed to create. In both cases the Associations have initiated actions to attempt to increase the effectiveness of their programs. The positive element is that both have defined what they see as the problems and are attempting to correct them.

CAZA’s approach to managed programs has been to not attempt to operate “SSP type” programs but rather to support, encourage and where necessary coordinate members’ involvement in other associations programs. CAZA’s focus is on the expansion of the Canadian Endangered Species Programs (CESP), the area in which the Association can have the greatest positive impact.

At the March Board meeting the Conservation and Education Committee was directed to develop an action plan focusing on the sustainability of animal collections for discussion at the fall meeting.

As a first step a workshop was held at the Toronto Zoo in early June. The meeting included directors, curators, communicators, educators and CAZA Board members and staff. An environmental scan document was prepared and distributed to participants. It was reviewed and discussed and participants made recommendations for actions for CAZA to take. This planning session identified the following key areas of focus:

At the highest level are threats to the very survival of zoos and aquariums in the future. These are largely external threats and consist of:

- Animal Activists including both species specific and generalists. Elephants are the current high profile target species although most believe that other species will follow. In addition there are activists who oppose the keeping of animals in captivity from a general perspective.
- Animal Rights Advocates. This group differs from “Activists” in that they advocate for animals to be given rights similar to those of humans. This is a larger issue in Europe and the USA than in Canada however concern exists that it will become an issue here as well.

It is anticipated that over the next number of years there will be a “hearts and minds” battle between the zoo and aquarium profession and these groups for support from the general public, various levels of government and potential donors and sponsors. It is likely that this battle will increasingly be fought through the use of social media,



## COLLECTION SUSTAINABILITY INITIATIVE

however traditional media and communication methods will be needed as well.

To be effective in this struggle CAZA and its members must continue to communicate the high quality of their programs and the many important roles they play in the communities they serve. CAZA needs to be proactive in its use of all media.

The second level of concern deals directly with the animal collections in member institutions. A number of issues, both internal and external, are likely to impact collection sustainability in the future.

### Internal factors

- A lack of awareness among CAZA members.
- A lack of resources, both human and financial, at the association and the institutional levels.
- A lack of collection planning and coordination among CAZA member facilities for both managed and non-managed species.
- Increasing difficulty for CAZA members to participate in managed breeding programs due to government regulations restricting the movement of animals into and out of the USA.
- Sensitivity among staff, supporters and governing authorities on the application of species management processes such as euthanasia, surplus of over represented animals and culling. It was felt that this has led to non-reproductive animals occupying scarce holding and display space and to a decline in the genetic diversity of the populations.

### External Factors

- Government regulations can change quickly and in some cases with little justification – or consultation. This may be the result of new legislation however it is often simply a change in regulation or interpretation of existing laws.
- Animal Activists as mentioned earlier, in addition to targeting the public will attempt to create or influence legislation to hamper the ability of zoos and aquariums to conduct their business.
- Public opinion is very volatile and can be influenced by media/ activist groups. The public doesn't always differentiate between accredited and non-accredited zoos
- Social media has growing significance in shaping opinion and in motivating governments and regulators to action.

Following a review of the draft action, the Board directed that the following actions be taken to address the concerns identified in the workshop.

- The National Awareness Committee will review the CAZA communication strategy to ensure the messaging and approaches adequately address the issues that impact the long term future of zoos and aquariums.
- The Policy Committee will prepare a position statement on the use of euthanasia and culling as a collection management tool.
- The C&E Committee will formally approach EAZA regarding CAZA member involvement in EEP programs.
- The C&E Committee will review the role that CAZA and its members could play in assisting in collection sustainability.
- The Government Relations Committee will prepare an “action plan” that will target key federal regulatory bodies.

## ECOMUSEUM WINS BAINES AWARD

Montreal's Ecomuseum Zoo has been awarded the top prize for outstanding achievement among Canada's accredited zoos and aquariums for its long-term research and conservation program for the protection of reptiles and amphibians in the province of Quebec.

"The Ecomuseum Zoo has set an example for all of our accredited members in continuing its long-standing commitment to research aimed at the conservation of species and habitat" said Robin Hale, President of the Canadian Association of Zoos and Aquariums (CAZA), in announcing the award at the conclusion of the CAZA annual conference in Kicking Horse, British Columbia. "This relatively small institution has dedicated its resources to a province-wide program of research and habitat preservation that has made a huge contribution to the long-term survival of rare and endangered species".

The Ecomuseum Zoo has developed considerable expertise through its program of applied field and on-site research, initiated since its opening in 1988. Its conservation initiatives include monitoring programs, characterization of habitats as well as the acquisition and stewardship of land. It has involved significant partnerships with other organizations, government agencies and universities in order to maximize results.

### ELEANORE OAKES AWARD

Presented annually for significant achievement in animal husbandry, exhibit design or education, this award was granted to the Magnetic Hill Zoo in Moncton, New Brunswick for its remarkable education pro-



David Rodrigue, Ecomuseum Zoo Executive Director, accepts the Thomas R. Baines Award from Chantal Proulx and Eric Solomon of the CAZA Awards Committee.

## LE ZOO ECOMUSEUM REMPORTE LE PRIX BAINES

Le zoo Ecomuseum de Montréal s'est vu décerner le premier prix soulignant une réalisation exceptionnelle parmi les zoos et aquariums accrédités du Canada pour son imposant programme de conservation et de recherche centré sur la protection des amphibiens et reptiles au Québec.

"Le zoo Ecomuseum donne un exemple à tous nos membres accrédités de poursuivre leur engagement de longue date pour la recherche visant la conservation d'espèces et d'habitats" a déclaré Robin Hale, président de

l'Association des zoos et aquariums du Canada (AZAC), en annonçant l'attribution du prestigieux prix à la clôture de la conférence annuelle tenue à Kicking Horse, en Colombie-Britannique. "Cette institution relativement petite a consacré ses ressources à un programme de recherche et de préservation d'habitats à l'échelle provinciale, résultant en une contribution exceptionnelle pour la survie à long terme d'espèces rares et menacées".

Le zoo Ecomuseum a développé une expertise considérable grâce à ses programmes de recherche sur place et appliqués sur le terrain, initiés depuis son ouverture en 1988. Ses initiatives en conservation incluent des programmes de surveillance, la caractérisation d'habitats, tout comme l'acquisition et l'intendance de terres. D'importants partenariats ont été créés avec d'autres organisations, agences gouvernementales et universités afin de maximiser les résultats.

### PRIX ELEANORE OAKES

Présenté annuellement et récompensant une réalisation importante en soins animaliers, en conception



Bruce Dougan accepts the Eleanore Oakes award from Hugh Oakes

## ECOMUSEUM WINS BAINES AWARD

gram and was accepted by zoo general manager Bruce Dougan.

Magnetic Hill Zoo was lauded for its impressive array of educational offerings which has demonstrated significant growth and impact in recent years. By establishing standardized staff training and policies, the education program has been successfully delivered with limited resources and integrated in all functions throughout the zoo. Education is the core of

the mandate for Canada's accredited zoos and aquariums and the Magnetic Hill Zoo's Education Department is an inspiring model.

### PETER KARSTEN CONSERVATION AWARD

Recognizing individual or institutional achievement in conservation education, green operations, habitat preservation, species restoration or support for biodiversity, the Vancouver Aquarium was rewarded for its work in the propagation of the endangered Oregon spotted frog. The award was accepted by the Aquarium's Director of Arctic Programs, Eric Solomon.

Vancouver Aquarium has established an assurance population of the frogs through development of successful breeding techniques in captivity, ensuring the long-term survival of this threatened amphibian. In 2011, 3,000 tadpoles were produced for release and research purposes. The Vancouver Aquarium's capability of producing large numbers of young greatly enhances the Oregon Spotted Frog Recovery Team's ability to reintroduce and establish additional populations, potentially leading to the endangered status being downgraded. In addition, the breeding techniques will be passed on to other zoos helping more OSF populations or amphibian species.



## LE ZOO ECOMUSEUM REMPORTE LE PRIX BAINES

d'habitats ou en éducation, ce prix a été décerné au Magnetic Hill Zoo de Moncton, au Nouveau-Brunswick, pour son remarquable programme éducatif et a été accepté par le directeur, Bruce Dougan.

Magnetic Hill Zoo a été salué pour son impressionnante gamme de produits éducatifs offerts et qui a démontré une croissance et un impact significatifs ces dernières années. En établissant un plan de formation du personnel et des politiques uniformisés, le programme éducatif a été livré avec des ressources limitées et intégré dans toutes les opérations du zoo avec grand succès. L'éducation est au cœur du mandat des zoos et aquariums accrédités canadiens et le département d'éducation du Magnetic Hill Zoo est un modèle inspirant.

### PRIX EN CONSERVATION PETER KARSTEN

Reconnaissant une réalisation individuelle ou institutionnelle en matière d'éducation sur la conservation, d'opérations vertes, de préservation des habitats, de restauration d'espèces ou de soutien à la biodiversité, l'Aquarium de Vancouver a été récompensé pour son travail dans la propagation de la grenouille maculée de l'Oregon, une espèce en voie de disparition. Le prix a été accepté par Eric Solomon, directeur des programmes pour l'Arctique de l'Aquarium.

L'Aquarium a établi une population de grenouilles, grâce au développement réussi de techniques de reproduction en captivité, assurant ainsi la survie à long terme de cet amphibien menacé. En 2011, 3000 têtards ont été produits à des fins de relâche et de recherche. La capacité de l'Aquarium de Vancouver de produire un nombre élevé de jeunes favorise grandement l'habileté de l'équipe de rétablissement de réintroduire et de rétablir de nouvelles populations, et ainsi potentiellement conduire à déclasser le statut précaire de l'espèce. De plus, ces techniques de reproduction seront transmises à d'autres zoos afin qu'en bénéficient d'autres populations

## ECOMUSEUM WINS BAINES AWARD

### COL. G.D. DAILLEY AWARD

Recognizing institutional achievement in propagation and management programs that lead to the long-term survival of at-risk animal species or populations, the 2011 award was presented to Magnetic Hill Zoo for its work with the endangered piping plover. It was accepted by zoo general manager Bruce Dougan.



The piping plover recovery program is a cooperative effort with Parks Canada to retrieve abandoned eggs, rear hatchlings and ultimately release the birds back into the wild. This is the first time that a captive rearing program for piping plovers has been implemented in a marine environment

The award citation describes the plover program as an excellent example of the unique role zoos can play in helping to preserve endangered species. It has the potential to aid significantly in reducing the annual decline in the piping plover population. This is a great conservation program but also a remarkable public awareness opportunity, and has been featured in the Magnetic Hill Zoo education program.

### ANIMAL ENRICHMENT AWARD

Presented to the Aquarium du Quebec and accepted by aquarium Director Christophe Zamuner, this award recognizes creativity in projects and implementation of initiatives that create a positive environment that complements the physical, mental and social needs of the institution's animal collection

The Aquarium du Quebec has been enriching octopi regularly



Christophe Zamuner and Jill Marvin accept the Animal Enrichment Award from Chantal Proulx and Eric Solomon.

## LE ZOO ECOMUSEUM REMPORTE LE PRIX BAINES

de grenouilles maculées de l'Oregon ou d'autres espèces d'amphibiens.

### PRIX COL. G.D. DAILLEY

Reconnaissant une réalisation institutionnelle dans des programmes de propagation et de gestion qui conduisent à la survie à long terme d'espèces animales ou de populations à risque, le prix 2011 a été présenté au Magnetic Hill Zoo pour son travail avec le pluvier siffleur en voie de disparition. Il a été accepté par le directeur du zoo, Bruce Dougan.

Le programme de rétablissement du pluvier siffleur est un effort coopératif avec Parcs Canada pour récupérer les œufs abandonnés, élever les jeunes et ultimement retourner les oiseaux en nature. C'est la première fois qu'un programme d'élevage en captivité pour le pluvier siffleur est mis en œuvre dans un environnement marin.

Tel que décrit dans la citation du prix, ce programme est un excellent exemple du rôle unique que les zoos peuvent jouer afin de soutenir la préservation d'espèces menacées. Il a le potentiel de réduire significativement le déclin annuel de la population de pluviers siffleurs. C'est un programme de conservation remarquable mais

également une occasion unique pour sensibiliser le public, tel que présenté d'ailleurs dans le programme d'éducation de Magnetic Hill Zoo.

### PRIX EN VALORISATION DE L'ENVIRONNEMENT DES ANIMAUX

Présenté à l'Aquarium du Québec et accepté par le directeur Christophe Zamuner, ce prix reconnaît la créativité et la mise en œuvre d'initiatives et de projets qui

## ECOMUSEUM WINS BAINES AWARD

since housing the species but has developed and implemented a complete, unique and structured enrichment program in 2011. It utilizes a wide range of tactile, visual, auditory and taste stimuli in order to benefit the training, health and safety of the animals. This highly creative initiative was successfully integrated into the Aquarium's education and interpretation programs, resulting in benefits for the animals but also for both staff and visitors.

### ANIMAL CARE PROFESSIONAL AWARD

The prize rewards innovation and contribution to a zookeeper or aquarist employed at a CAZA-accredited institution and was presented to Jamie Carson of Magnetic Hill Zoo.

Mr. Carson has an enviable record of 17 years of dedicated work at Magnetic Hill Zoo, with significant contributions to its breeding programs, conservation projects and education department, where he has played a dynamic role in the interpretation programs. His role extends well beyond the zoo to active involvement in a wide range of community programs, both in Canada and the U.S.



### VOLUNTEER OF THE YEAR

Annette Simms of Toronto Zoo was awarded the CAZA prize as the association's Volunteer of the Year.

Ms. Simms has dedicated 35 years to the zoo as a volunteer and is widely recognized as a leader within the zoo's volunteer team. She is especially acknowledged for her outstanding work in redeveloping the zoo's animal fact sheets, an important educational resource for volunteers, staff and the public. In fact, Ms. Simms has contributed over 1000 hours to her volunteer duties just within the past



## LE ZOO ECOMUSEUM REMPORTE LE PRIX BAINES

créé un environnement positif répondant aux besoins physiques, mentaux et sociaux de la collection animale de l'institution.

L'Aquarium du Québec enrichit régulièrement l'environnement de ses pieuvres depuis qu'il en expose, mais a développé et mis en uvre un programme complet, unique et structuré en 2011. Il offre un large éventail de stimulations tactiles, visuelles, auditives et gustatives de façon à favoriser l'entraînement, la santé et la sécurité des animaux. Cette initiative très créative a été intégrée

avec succès dans le programme éducatif et d'interprétation de l'Aquarium, engendrant des avantages pour les animaux mais aussi pour le personnel et les visiteurs.

### PROFESSIONNEL(LE) EN SOINS DES ANIMAUX

Ce prix récompense l'innovation et la contribution d'un gardien d'animaux ou d'un aquariste employé d'une institution accréditée par l'AZAC et il a été décerné à M. Jamie Carson de Magnetic Hill Zoo.

M. Carson a une fiche de route enviable de 17 années de travail consacré au Magnetic Hill Zoo, avec d'importantes contributions aux programmes de reproduction, projets de conservation et département d'éducation, où il a joué un rôle dynamique dans les programmes d'interprétation. Sa valeur s'étend bien au-delà du zoo par sa participation active dans une variété de programmes pour la communauté, tant au Canada qu'aux États-Unis.

### BÉNÉVOLE DE L'ANNÉE

Annette Simms du Zoo de Toronto a reçu le prix de l'Association en tant que bénévole de l'année.

Mme Simms a consacré 35 années au zoo



## ECOMUSEUM WINS BAINES AWARD

18 months. She was cited for generously sharing her knowledge and vast experience with enthusiasm making her a mentor and ambassador for the Toronto Zoo Volunteer program.

## LE ZOO ECOMUSEUM REM- PORTE LE PRIX BAINES

en tant que bénévole et est largement reconnue comme un leader au sein de l'équipe. Elle est spécialement reconnue pour son travail remarquable dans la révision des fiches animales informatives du zoo, une ressource éducative importante pour les bénévoles, le personnel et le public. En fait, Mme Simms a contribué à plus de 1000 heures à ses fonctions de bénévole juste dans les 18 derniers mois. Elle est reconnue pour partager avec générosité et enthousiasme ses connaissances et sa grande expérience, faisant d'elle un mentor et une ambassadrice pour le programme de bénévolat du zoo de Toronto.

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## CAZA COMMITTEES, THEIR ROLES AND RESPONSIBILITIES

### **Executive Committee**

Responsible for the ongoing operation of the association including its relationship with governments, for preparing annual business plans and supporting budgets for approval by the board and the membership and the overseeing of all contractual relations of the association.

Chair: Robin Hale, Staff Liaison – Bill Peters

Members: Past president: Rachel Léger, Vice-president: Denise Prefontaine, Secretary-Treasurer: Serge Lussier

### **Nominating Committee**

Responsible for the development of an appropriate slate of candidates for election to the board and for the conduct of the voting process.

Chair: Rachel Léger - Staff Liaison – Bill Peters

### **Ethics Committee**

Responsible for the receipt, investigation and resolution via recommendation to the Board for action to be taken relating to any alleged violations of the association's code of ethics.

Chair: Rachel Léger - Staff Liaison – Bill Peters

### **Awards Committee**

Responsible for CAZA's award process, to solicit submissions from the membership for the association's awards and to advise the Board of appropriate recipients.

Chair: Eric Solomon - Staff Liaison – Bill Peters

### **Conservation and Education Committee**

Responsible for establishing and maintaining programs to enhance members' collective contribution to conservation and for the development and delivery of the resulting education programs. It encourages and coordinates scientific study efforts between members, and monitors conservation activities both nationally and internationally, and where necessary, supports and coordinates members' involvement.

Chair: Jack Sisson - Staff Liaison – Greg Tarry

### **National Awareness and Communications Committee**

Responsible for the promotion of the association's image in the news media and other public forums.

Chair: Eric Solomon – Staff Liaison, Bill Peters

### **Policy Committee**

Responsible for drafting new policies, reviewing existing policies and presenting recommendations on revision and implementation to the CAZA Board.

Chair: John Moran - Staff Liaison – Greg Tarry



## CAZA COMMITTEES, THEIR ROLES AND RESPONSIBILITIES

### **Accreditation Commission**

Responsible for the development and implementation of the accreditation program and to ensure that appropriate standards of operation in all areas are developed and equitably applied to all inspections. To make the final decision for approval of institutional accreditation, subject only to appeal to the Board.

Chair: John Moran -Staff Liaison – Bill Peters

### **Business Development Committee**

Responsible for the identification, development and implementation of business opportunities that will increase the association's revenue stream and thereby the members' financial situation. This would include, but not be limited to, recruitment of sponsors and partners, pursuit of group purchasing programs and licensing agreements.

Chair: Joanne Lalumière - Staff Liaison – Bill Peters

### **Government Relations Committee**

Responsible for the promotion of the association's image in political circles at the federal and provincial levels.

Chair: Clément Lanthier- Staff Liaison – Bill Peters

### **Membership Services Committee**

To monitor the needs of all classes of members to ensure appropriate levels of service are available, to process all applications for membership, to maintain the membership database, and to ensure the provision of the newsletter, roster and web based services.

Chair: Denise Prefontaine - Staff Liaison – Greg Tarry

### **Finance Committee**

Responsible to monitor and record expenditures and revenues and to coordinate preparation of an annual budget and an audit of the Association's financial affairs

Chair: Serge Lussier. - Staff Liaison – Greg Tarry

### **Conference Committee**

Works with the Conference Organizing group in the host institution to ensure a consistent, well structured and professional conference and Annual General Meeting

Chair: Denise Prefontaine- Staff Liaison – Greg Tarry

## OTTAWA REPORT



Bill Peters  
National Director  
Directeur national

In addition to the ongoing operational issues that form much of the day to day work of the National Office, there are several key issues that have been the focus of activity this year.

### **Wildlife Matters in Canada**

National Office worked closely with our publisher, Matrix, in all aspects of the planning and development of the magazine. A decision was made early in the process to engage the services of Michelle Woodard, our contracted writer/editor for the research and writing of the editorial content of the magazine. Michelle proved to be an invaluable resource, going well beyond simply writing, but also contributing significantly to the layout and design of the magazine and to the development of story ideas.

All aspects of the publication were reviewed with Executive Committee and with Clement Lanthier, Chair of the National Awareness & Communications Committee. One of the more difficult tasks turned out to be the selection of a suitable

## RAPPORT D'OTTAWA

En plus des questions opérationnelles courantes qui forment une grande partie du travail quotidien du bureau national, plusieurs questions clés ont été au centre des activités cette année.

### **Wildlife Matters in Canada**

Le bureau national a travaillé en étroite collaboration avec notre éditeur, Matrix, sur tous les aspects de la planification et l'élaboration du magazine. Nous avons retenu les services de Michelle Woodard, notre auteure/éditrice sous contrat, pour la recherche et la rédaction du contenu éditorial du magazine. Michelle s'est avérée être une ressource inestimable, allant bien au delà de la simple écriture, et contribuant aussi de manière significative à la mise en page et la conception du magazine et au développement des idées de reportage.

Tous les aspects de la publication ont été revus avec le Comité de direction et avec Clément Lanthier, président du Comité en matière de sensibilisation nationale et de communications. Une des tâches les plus difficiles s'est avérée être le choix d'un nom approprié; après beaucoup de délibérations, le nom Wildlife Matters in Canada a été sélectionné.

Le bureau national a également développé une liste de diffusion complète pour le magazine, assurant qu'il atteindra tous nos publics clés – les fonctionnaires et politiciens fédéraux et provinciaux, les organisations avec qui nous travaillons en étroite collaboration, les associations internationales et autres. Une quantité de 100 magazines sera fournie à chaque membre institutionnel pour être distribuée aux individus et organisations clés.

### **Relations gouvernementales**

CAZA NEWS is published bi-monthly by the Canadian Association of Zoos and Aquariums. It is issued to members as a service and is also available on a subscription basis. CAZA is a non-profit organization established to promote and encourage the advancement and improvement of zoology, education, conservation and science among its members.  
Editor, Greg Tarry  
g.tarry@rogers.com

Established in 1975, CAZA is operated by the members, for the members. A volunteer board of Directors is elected from the membership to provide a variety of services and programs. The Board is supported by member institutions and individuals across the country who assist in providing services to the membership. For membership information contact:  
Denise Prefontaine  
Valley Zoo  
1 780 496 6237  
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## OTTAWA REPORT

name; after much deliberation Wildlife Matters in Canada was selected.

National Office also developed a comprehensive mailing list for the magazine, ensuring it will get to all our key publics – key federal and provincial officials and politicians, organizations we work closely with, international associations and others. A quantity of 100 magazines will be provided to each institutional member for their use in reaching out to their key individuals and organizations.

### **Government Relations**

A number of CAZA members, plus several associates, continue to be frustrated by lack of progress with CFIA in facilitating the import of insects to Canada and their movement within the country.

Several meetings with CFIA officials were organized, all of which were cordial, collegial and seemingly positive. Unfortunately very little progress was realized as a result of these discussions. At a final meeting, in early August I requested a commitment from CFIA for actions to be taken in a defined timeframe to address the concerns we have placed on the table – failing this, CAZA would raise the issue at the political level. In the absence of such a commitment, a strongly worded letter was sent to the Minister of Agriculture in late August.

The letter resulted in a lengthy discussion with the Associate Vice President, Programs at CFIA; he is preparing a recommendation for the Minister with respect to the import problems and assured that our concerns will be fully addressed. We await further developments with interest.

The other key file has been the continuing discussion with Alberta. This was brought to a head by the Guzoo controversy. Our inspection of the facility and

## RAPPORT D'OTTAWA

Un certain nombre de membres de l'AZAC et plusieurs associés continuent d'être frustrés par le manque de progrès avec l'ACIA en vue de faciliter l'importation d'insectes au Canada et leur circulation dans le pays.

Plusieurs rencontres avec les représentants de l'ACIA ont été organisées qui ont toutes été cordiales, collégiales et apparemment positives. Malheureusement très peu de progrès a été réalisé à la suite de ces discussions. Lors d'une réunion finale au début du mois d'août, j'ai demandé un engagement de la part de l'ACIA pour que des décisions soient prises dans un délai défini afin de répondre aux préoccupations que nous avons placées sur la table - à défaut de cela, l'AZAC soulèverait la question au niveau politique. En l'absence d'un tel engagement, une lettre ferme a été envoyée au ministre de l'Agriculture à la fin août.

La lettre a entraîné une longue discussion avec le vice-président associé pour les Programmes de l'ACIA; il prépare une recommandation pour le ministre à l'égard des problèmes d'importation et a assuré que nos préoccupations seront pleinement prises en compte. Nous attendons avec grand intérêt l'évolution de ce dossier.

L'autre dossier clé a été la poursuite du débat avec l'Alberta qui fut précipité par la controverse Guzoo. Notre inspection de l'établissement et la fermeture qui en a résulté a semblé stimuler l'intérêt de la province pour une accréditation obligatoire de l'AZAC pour tous les zoos de la province; nous espérons avoir l'occasion de faire avancer ces discussions dans un proche avenir. Le bureau national développe également une liste des principaux responsables de plusieurs ministères fédéraux clés afin d'assurer le suivi de l'orientation de la Commission - et de l'atelier de Toronto – visant à élargir et renforcer nos relations de travail avec le gouverne-

## OTTAWA REPORT

the resulting closure has seemed to stimulate stronger provincial interest in moving towards mandatory CAZA accreditation for all zoos in the province; we hope to have an opportunity to advance these discussions in the near future. National Office is also developing a listing of key officials in the several key federal departments in order to follow up on the Board's direction – and that of the Toronto workshop – to broaden and strengthen our working relations with the federal government.

### **New Revenue Streams**

National Office is working on two promising possibilities, a CAZA line of nutritional products for zoo animals, as well as a line of retail products for sale in member gift shops.

The nutrition was inspired by the research done by Deb McWilliams of NARG which clearly demonstrates the health benefits possible through improving diets for some species. Our objective is to create such diets, make them available at a price advantage compared to the products now available, and at the same time return a small profit to NARG and to CAZA.

The eternal optimists in Ottawa have also been evaluating a proposal from an outside consultant to develop a line of CAZA retail products to be purchased in bulk and made available at a favorable price point while returning revenue to CAZA. We've had several runs at this with no great success, but have convinced ourselves that the potential is still there. We are also examining the feasibility of running this operation internally as opposed to doing so with an outside contractor.

### **Water for Wildlife**

This is the theme for the 2012 national educational/

## RAPPORT D'OTTAWA

ment fédéral.

### **Nouvelles sources de revenus**

Le bureau national travaille sur deux possibilités prometteuses, une ligne de l'AZAC de produits nutritionnels pour animaux de zoos, ainsi qu'une ligne de produits pour la vente au détail dans les boutiques de nos membres.

Ce type de nutrition s'inspire de la recherche effectuée par Deb McWilliams du GARN qui démontre clairement les avantages possibles pour la santé grâce à l'amélioration du régime chez certaines espèces. Notre objectif est de créer de tels régimes, les rendre disponibles à un prix avantageux par rapport aux produits actuels, et en même temps, de rapporter un petit bénéfice au GARN et à l'AZAC.

Les éternels optimistes à Ottawa ont également évalué la proposition d'un consultant externe visant à développer une ligne de produits de détail pour l'AZAC qui pourraient être achetés en vrac à un prix favorable et produire un revenu pour l'AZAC. Nous avons fait plusieurs essais jusqu'à présent sans grand succès, mais nous sommes convaincus que le potentiel est toujours là. Nous examinons également la faisabilité de cette opération à l'interne plutôt qu'avec un prestataire extérieur.

### **L'eau pour la faune**

C'est le thème de la campagne 2012 d'éducation / de sensibilisation nationale qui fait suite aux campagnes d'information sur les grenouilles et l'Arctique. Comme indiqué par le conseil d'administration, la campagne, étoffée lors d'un atelier ce printemps à Toronto, prendra la forme d'une série continue d'efforts pour engager les Canadiens dans les défis de la biodiversité du Canada.



## OTTAWA REPORT

outreach campaign that follows on Frogs Forever and Our Arctic Our Life. As directed by the Board and fleshed out at a spring Toronto workshop, the campaign will be one in a continuing series of efforts to engage Canadians in Canada's Biodiversity Challenges.

National office is working on the development of contributing partners, and has reached out to a number of organizations with related mandates and interests with a proposal to take part in the campaign by contributing \$50K to its elaboration. This funding would provide for hiring a national coordinator and the production of materials for the tool kit.

Water for Wildlife was selected for the campaign theme, recognizing that there are many organizations actively working on water conservation and that CAZA's niche in this area has to do with the impact on wildlife.

### **Other Issues**

The Accreditation Commission has completed work in assessing the new accreditation process, as well as work on an affiliate category and the appeal processes for accreditation and ethics. It should be noted that these initiatives have consumed a large amount of time for Greg, who has been a key player in moving them forward.

It is also worth noting the upswing in interest in joining CAZA and becoming an accredited or affiliated institution – an encouraging sign of the association's growing profile and stature. This increased recognition is also evident in the steady flow of media and public inquiries seeking an authoritative voice for the wide range of issues/concerns with respect to the care of wildlife in Canada.

## RAPPORT D'OTTAWA

Le bureau national travaille au développement de partenariats contributeurs, et a atteint un certain nombre d'organisations ayant des mandats et des intérêts liés à la campagne qui contribueront au niveau de 50 000 \$ à son élaboration. Ce financement permettrait l'embauche d'un coordonnateur national et la production de matériaux pour la trousse à outils.

L'eau pour la faune est le thème sélectionné pour la campagne, tout en reconnaissant qu'il existe beaucoup d'organisations travaillant activement à la conservation des eaux et que ce créneau pour l'AZAC s'applique à l'impact sur la faune.

### **Autres questions**

La Commission d'accréditation a terminé le travail d'évaluation du nouveau processus d'accréditation, ainsi que les travaux sur une catégorie d'affiliation et les processus d'appel pour les questions d'accréditation et d'éthique. Il est à noter que ces initiatives ont demandé beaucoup de temps pour Greg, qui a joué un rôle de premier plan à faire avancer ce dossier.

Il est également intéressant de noter la reprise de l'intérêt à faire partie de l'AZAC et de devenir une institution accréditée ou affiliée - un signe encourageant de la notoriété et la stature grandissantes de l'Association. Cette reconnaissance accrue est également évidente dans le flux constant de demandes des médias et du public qui cherchent un porte parole faisant autorité en ce qui concerne le large éventail de questions et d'inquiétudes à l'égard des soins des animaux sauvages au Canada.



# CANADIAN ENDANGERED SPECIES PLAN (CESP) REPORT

The Canadian Endangered Species Plan (CESP) involves only Canadian Endangered Species. Its goal is to participate in in-situ conservation either through captive breeding or with educational displays and activities. Originally, the goal was to have at least 5 Canadian Endangered Species Management Plans. To date we have achieved that goal.

CAZA members were actively participating in and working on the following species:

- Whooping Crane: Robert Peel and Dr. Sandy Black (Calgary Zoo) are members of this recovery plan. This year, 2 birds from Calgary have joined the birds from Patuxent Wildlife Research and International Crane Foundation for release. Seventeen (17) captive born chicks are scheduled for release in Louisiana and 18 chicks are headed for Wisconsin.
- Red Side Dace: Cindy Lee of the Toronto Zoo (TZ) was the CAZA CCP representative for the reddsided dace (RSD) project. Last year, the Red-sided dace work expanded into "Great Lakes conservation" and therefore is no longer a CESP program.
- Black-footed ferret: The Black-footed ferret was extirpated in Canada and has been recently re-introduced. Thirty four ferrets were released into the Grassland National Park in October of 2009. Presently 12 (34%) are still surviving and two of them have produced kits. Marie Franke of the Toronto Zoo is the CAZA CESP representative for this species initiative. Other partners are the Calgary Zoo and Parks Canada.
- Burrowing Owl: John Carnio, (CAZA) is the studbook keeper for the burrowing owl captive recovery population. The studbook has been updated and analyzed and breeding recommendations for next year have been made.
- Vancouver Island Marmot: John Carnio (CAZA, MRF) has updated and analyzed the VIM studbook for this year and has made recommendations for next year's breeding and release animals.
- Loggerhead Shrike: John Carnio (CAZA) is the studbook keeper for the Loggerhead shrike Captive recovery population. The studbook update is done at least three times per year and the studbook analysis was done in September with the recommendations being sent out prior to the pairing season (March/April).
- Spotted Owl: John Carnio (CAZA) is the studbook keeper for the Spotted owl Captive recovery population. There has been no change to this captive population for this year.
- Oregon Spotted Frog: This is a new CESP with Dennis Thoney PhD of the Vancouver Aquarium as the CAZA representative on this recovery program. An assurance captive population of the Oregon Spotted Frog has been set up at the Vancouver Aquarium and at the Toronto Zoo.

A detailed report was given at the recent annual conference. The power point presentation can be downloaded at : [http://www.caza.ca/en/conservation/conservation\\_science/](http://www.caza.ca/en/conservation/conservation_science/)



## 2011 AMERICAN ASSOCIATION OF ZOO KEEPERS AWARDS

### **Lifetime Achievement Award**

Susan Chan, in recognition of your outstanding commitment to professionalism during your distinguished career as Managing Editor of Animal Keepers' Forum. The Association specifically notes your 30 years of service with the monthly preparation and production of Animal Keepers' Forum including six dedicated issues on special topics, Membership Directories, Enrichment Notebook, Zoonotic Diseases Handbook, Biological Values for Selected Mammals, the annual AAZK Conference Proceedings, Zoo Infant Development Notebook, Zoo Diet Notebook and Resources for Crisis Management in Zoo and Other Animal Care Facilities. We also recognize that you have promoted all aspects of the Association by dedicating a lifetime to furthering our knowledge and enabling us to connect through the communication link of AKF. Your diligent efforts to produce professional publications which are a reflection of the Association's dedication to animal care is a testimony to your own proficient and focused awareness of yourself as a person and as an employee of AAZK, Inc.

### **The Lutz Ruhe Meritorious Achievement - Professional of the Year Award**

Kelly A. Wilson, Detroit Zoological Institute. This award is in recognition of his outstanding commitment to professionalism during his distinguished career as a zoo keeper. Specially noted are his conservation fundraising initiatives, presentations at the Detroit and other zoos, assisting with an animal confiscation of over 1000 mixed species of animals, organizing National Zoo Keeper Week at the zoo, and manning vending machines whose proceeds help send keepers to professional development classes or conferences. Also noted is his work on the AAZK Professional Development Committee, networking with other AAZK Chapters, developing his Chapter's website and, as Detroit Chapter President, dramatically increasing their membership.

### **Jean M. Hromadka Excellence in Animal Care Award**

Valerie Riegel, Happy Hollow Zoo. This award is based on her outstanding animal husbandry, enrichment for all species, research, exhibit-design, public education and helping the zoo gain AZA accreditation. Specially noted is her development of a conservation project called "Conserving and Nurturing Natural Ecosystem Diversity". She was also instrumental in starting both the zoo's first education and volunteer programs, and the success of the Parma Wallaby breeding program.

### **Certificate of Merit for Zoo Keeper Education Award**

Anne Knapp, Zoo New England, for developing an extensive three-year keeper training and education program that is available to the entire zoo staff. Also noted is the development of short duration classes on specific topics.

CuriOdyssey, San Mateo, CA for their variety of educational programs. The Apprenticeship Program that teaches the "ins and outs" of being a Keeper, the six-month adult volunteer Internship, the Keeper-in-Training Program for teenagers, and support for keepers to receive continuing education at conferences and workshops.

### **Lee Houts Excellence in Enrichment Award**

The Enrichment Team (Jennifer Zuehlke, Elizabeth Petersen, Laura Reisse, and Amy Schilz), Henry Vilas Zoo, for developing and implementing an enrichment program with the Mounds Pet Store chain whereby customers may purchase specific enrichment items from the store and donate them to the zoo.

Jennifer Gale, Curi Odyssey, for developing an enrichment calendar, an enrichment column for the Daily Health Sheet, flash cards with animals on one side and enrichment ideas to construct on the other side, an Enrichment Binder and Summer Camp Enrichment Binder. Also noted is her work mentoring the Enrichment Internship posi-



## 2011 AMERICAN ASSOCIATION OF ZOO KEEPERS AWARDS

tion and video-taping animals interacting with enrichment items to show to the public.

### **Certificate of Merit in Conservation Award**

Michelle R. Schireman, Oregon Zoo, for her outstanding work developing an orphaned animal placement program that gives assistance to state wildlife agencies and zoological institutions in placing orphaned pumas. Also noted was that over the past nine years, she has successfully placed 52 cubs from ten states and Canada in 25 AZA institutions.

Wendy Lenhart, Philadelphia Zoo for organizing and implementing the “Bird Strike” program to identify problem areas in the zoo where birds strike glass. The goal of the program is to create a bird-friendly environment for migratory species.

### **Certificate of Recognition**

Shane Good, Cleveland Metroparks Zoo, for serving on the AAZK Board of Directors

Gisela Wiggins, North Carolina Zoological Park, for serving on the AAZK Board of Directors

Deana Walz, The Living Planet Aquarium, for serving as the Behavioral Husbandry Committee Chair

Cleveland Chapter of AAZK, Cleveland Metroparks Zoo, for hosting the Acres for the Atmosphere Strategic Planning Meeting.

Polar Bears International, for their outstanding support and leadership of Acres for the Atmosphere, Trees for You and Me, and Leadership Camp.

Matt Akel, San Diego Zoo, 2011 National AAZK Conference Co-Chair

Yvette Kemp, San Diego Zoo, 2011 National AAZK Conference Co-Chair

### **Certificate of Appreciation**

Zoological Society of San Diego, 2011 AAZK National Conference Host Institution

Jeff Strawn, for the completion of the marketing and promotional materials for the 2011 AAZK Membership drive.

### **Distinguished Service Award**

San Diego Chapter of AAZK, 2011 AAZK National Conference Host Chapter

### **Chapter of the Year**

National Capital AAZK Chapter, National Zoo



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