

- Pin the Keys on the Keeper
- Members only activities
- Stories of Success (notes on animal exhibits of keepers helping with medical diagnosis, matchmaking, enrichment etc.)

Acres for Atmosphere: buy it or do it

Marissa Krouse, North Carolina Zoo; Heather Kalka, Toronto Zoo

Acres for the Atmosphere is a roll-up-your-sleeves tree-planting and educational effort involving chapters of the American Association of Zoo Keepers (AAZK), zoos throughout North America, Polar Bears International (PBI) Arctic Ambassador Centers and leadership camp graduates. It was started by graduates of the 2009 PBI Zoo Keeper Leadership Camp. With a Do-It approach, we intend to offset the effects of climate change and help save not only the polar bear but all species that would soon follow. Working together, we create carbon sinks by organizing planting events within our communities as well as carrying out energy conservation campaigns to help reduce carbon emissions. Our community events create a group identity that fosters a sense of responsibility for the local environment, and in turn, promotes respect for the global environment as a whole.

We are eager to help you start your own green initiative in your community or have you join one that may already be in place. For those unable to plan a community event, we are pleased to announce the opportunity for you to “Buy it” through a new collaboration with the program formerly known as Trees for You and Me. With our “Buy it or Do it!” approach we are certain that we can find the perfect fit for you within Acres for the Atmosphere!

Poster content will provide an updated list of 2011 projects and sponsors within our 15 community branches as well as a recap of this year’s Trees for You and Me program successes. We will also announce the program deadlines for local chapters to “Buy It!” from September 1st 2011 to March 1st 2012.

Buying It! (Trees for You and Me Stats here)

Doing It! (Descriptions of planting events and energy reduction campaigns here)

The Backstage Pass and the Husbandry Benefits for Two Greater One-horned Rhinoceros

*Laura Weiner
San Diego Zoo*

Educating people about rhinos and their importance is big task. Connecting people to wildlife has always been a goal of the San Diego Zoo and within the last two years we have embarked on a new program to accomplish this. The Backstage Pass was started in the summer of 2009 and has introduced thousands of people to the plight of endangered species. Two Greater One Horned Rhinoceros, Soman and Surat, are the highlights of the program. Guests are able to pet and feed these young males and gain an appreciation

for them while learning of their challenges. They are animal ambassadors for the Zoo and for all rhino species in the wild. The training process to ready them for the Backstage Pass had the added benefit of assisting with desense, husbandry behaviors, and their general demeanor. Through this daily program we have two animals who help people appreciate their importance while making our job as zookeepers easier.

Innovative Rearing Method of Psittacines in the Willawong Station

*Regina Smith and Beth Carlyle-Askew
Woodland Park Zoo*

Breeding psittacines within an interactive exhibit creates opportunities to monitor and socialize chicks at an early age while providing unique encounters for zoo guests. Woodland Park Zoo's mission is to inspire people to learn, care and act on wildlife's behalf. Providing guests with up-close animal experiences is one way the zoo accomplishes this. In the Willawong Station, five species of psittacines are housed in a walk-through enclosure. Guests are able to buy seed sticks to feed them. In order to meet the goals of having parent-reared, well-socialized birds, zoo staff have developed a very successful husbandry approach, not typically used with breeding psittacines. This approach uses a high degree of nest box manipulation and handling of the chicks while parent birds rear their offspring. Manipulating the nest boxes on exhibit allows guests to be able to see altricial bird growth and development. In turn, they are encouraged to ask questions and learn about the birds at a life stage not typically seen by zoo guests. Chicks reared via this husbandry technique are socialized to, but not imprinted on humans, and have appropriate species-specific behavioral repertoires. The frequency with which the nest boxes are handled does not disturb parent rearing, and gives zoo staff the opportunity to consider other rearing methods if chicks are failing to thrive. As the young birds age, this method helps socialize them to the atmosphere within the exhibit, while guests are able to experience some of the zoo's newest residents up-close as they grow and mature.

Keepers & Administrators working together to maximize the benefits of social media

*Jessica Leigh
The Wildlife Company & Treasurer*

Social Media is a powerful and cost efficient way to bring visitors to your zoo. It is also an amazing tool to strengthen the dedication of your donors, guests and zoo staff. This presentation will explore how to maximize those benefits through the most efficient use of Facebook, Twitter, LinkedIn, Yelp, and daily deals sites such as Groupon and Living Social. We'll discuss how you can build loyalty and rapport with your donors and guests while creating pride a sense of pride within the keeper staff. We'll also explore ways to bridge the gap between keepers and administrators to create engaging and exciting content for your social media.