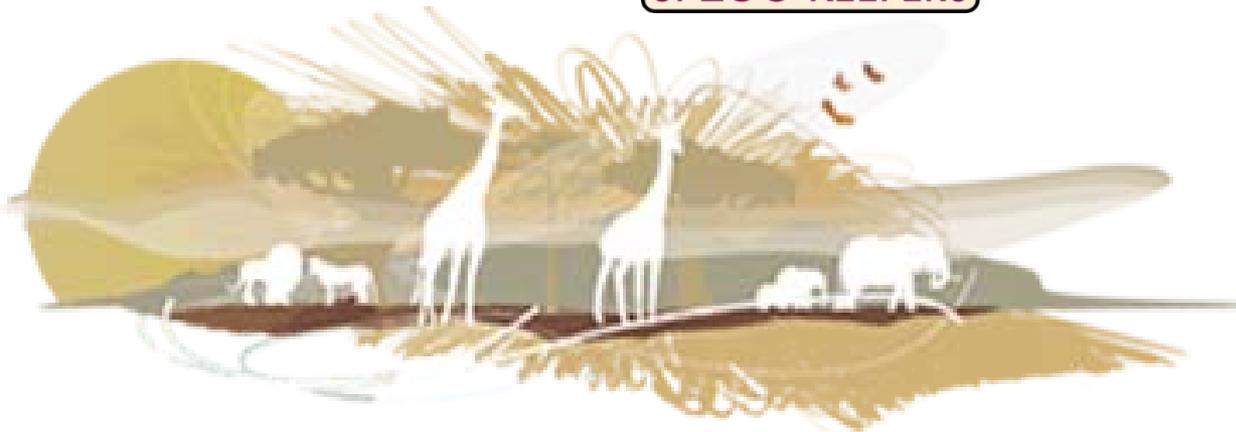
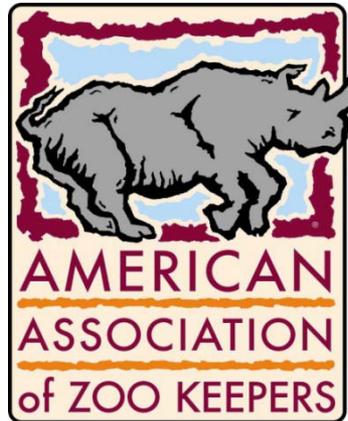


2012 AAZK National Conference

AAZK Chapter Building Workshop

Syracuse, NY



"Seeking higher goals for



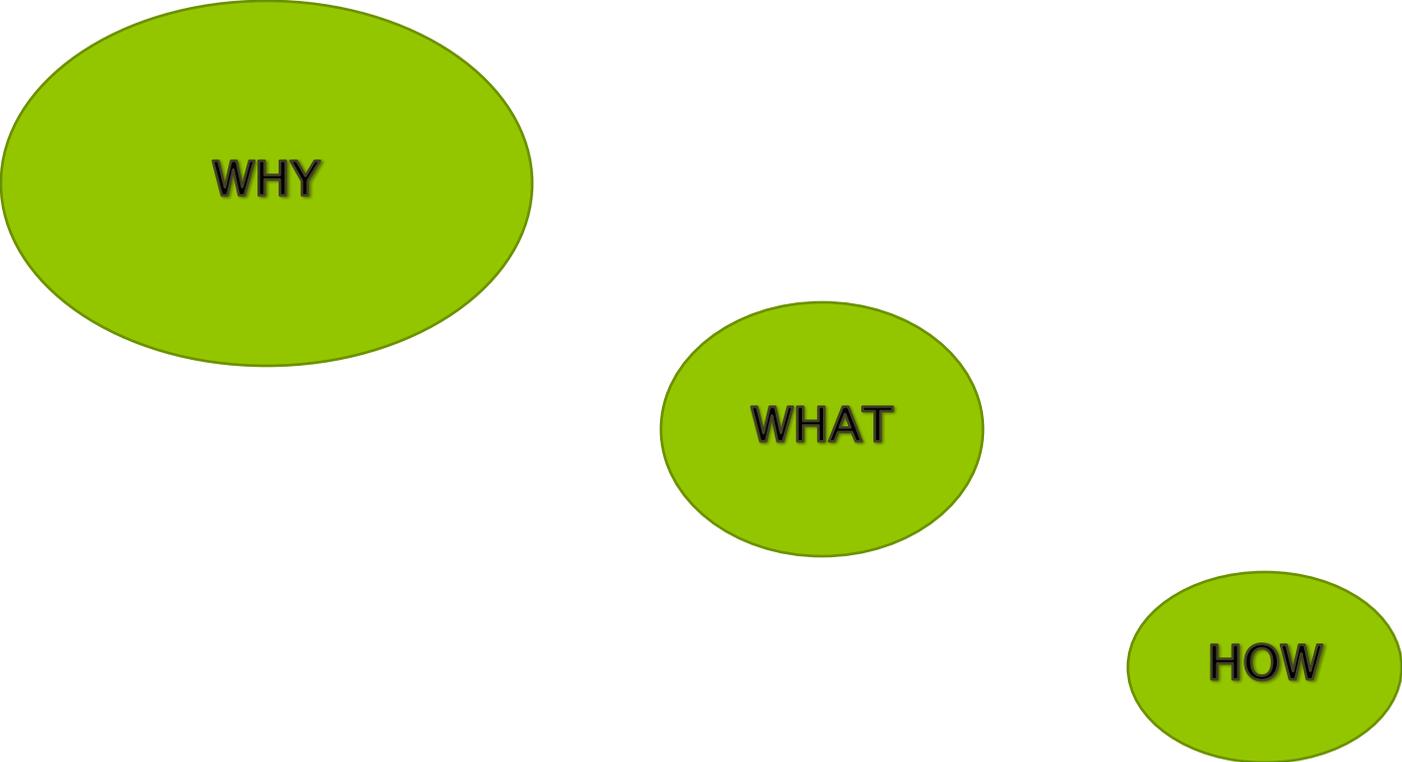
**Professional
Development
Committee**

Of the American Association of Zookeepers, Inc.

Expectations

- Deeper understanding for maintaining a successful chapter
- Defining the purpose
- Building the structure
- Making it work
- Making it sustainable

THE BIG THREE



WHY

WHAT

HOW

This workshop is not about creating a checklist or recipe for maintaining a successful chapter





Recipes do not
make great food



Good chefs make good food

TOP  **CHEF**

Bravo



Bravo

What makes a great Chef successful?

- Passion
- Creativity
- Insight
- Management of available resources
- Knowledge of your customers
- Flexible menu
- Sharp tools



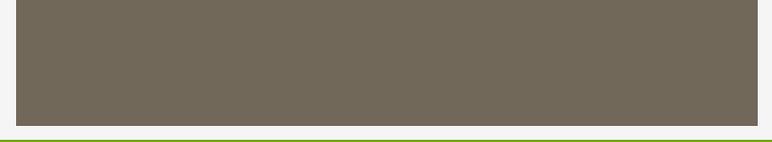
MOVIECLIPS.COM

1967

- San Diego Zoo was the Field of Dreams
- 7 keepers wanted to find a way to increase communication
- Create a professional atmosphere
- Improve animal care

1967

- They didn't know exactly what they were going to do
- They didn't know how they were going to do this
- What they did know was clear to everyone



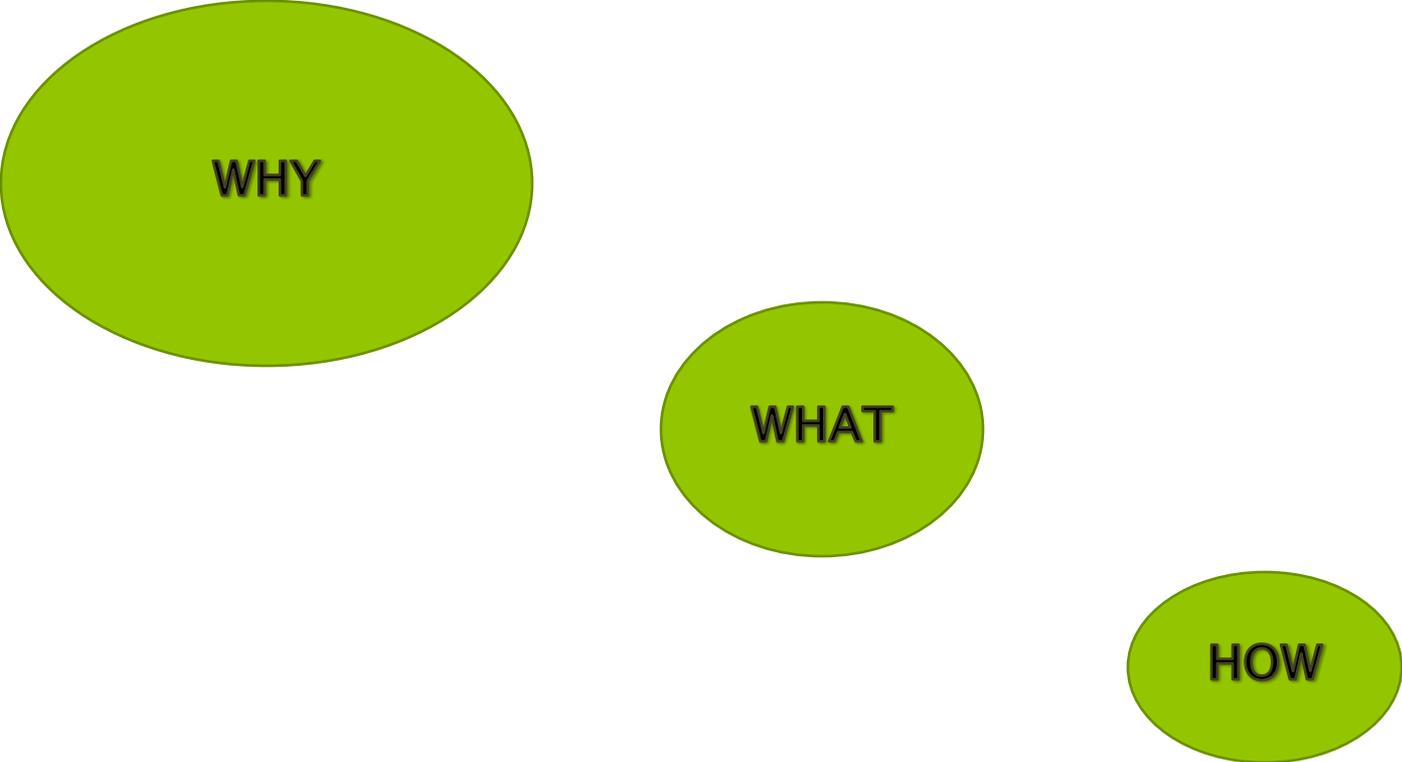
WHY



Why does AAZK exist?

- Resume' builder
- Job search
- Networking
- Social
- Raising money for specific causes
- Share knowledge
- Continuing Education...

It's not a checklist!



WHY

WHAT

HOW

Start with “Why?”

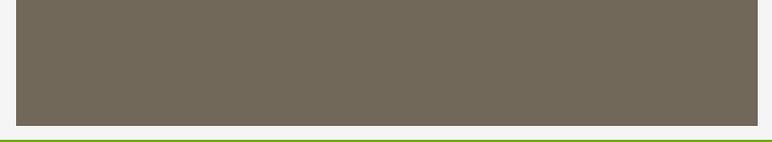
- We already know what we do
- How many of you actually know why AAZK and your Chapter exist?
- When asked the common question “why should I join AAZK?” many of us respond with the “what we do” answer when “**Why** we exist” is what motivates people to join. It is also what sustains them and inspires them to lead instead of leave.

But what's wrong with what we do?

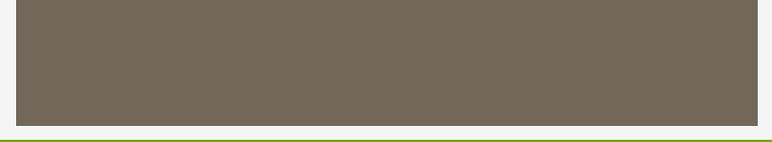
- Nothing. We do great things
- Many other organizations do similar things to AAZK
 - ABMA
 - IGKA
 - IRK
 - CCF
 - PBI
- People build loyalty around why you do something, not what you do

My personal WHY Statement

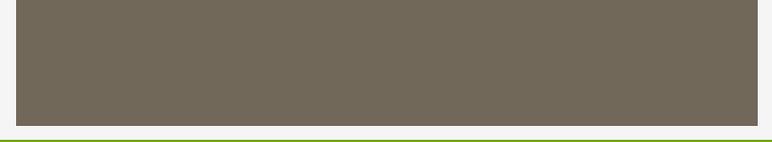
As an association, everything that we do makes a positive impact on animal care. We believe in challenging our current knowledge-base and we strive to communicate effectively with others in our field in order to perfect our skills.



What we learn, what we share, and how we engage are powered by the passion that we have for the animals we care for. We also believe that the passion we have for animals exceeds all borders.

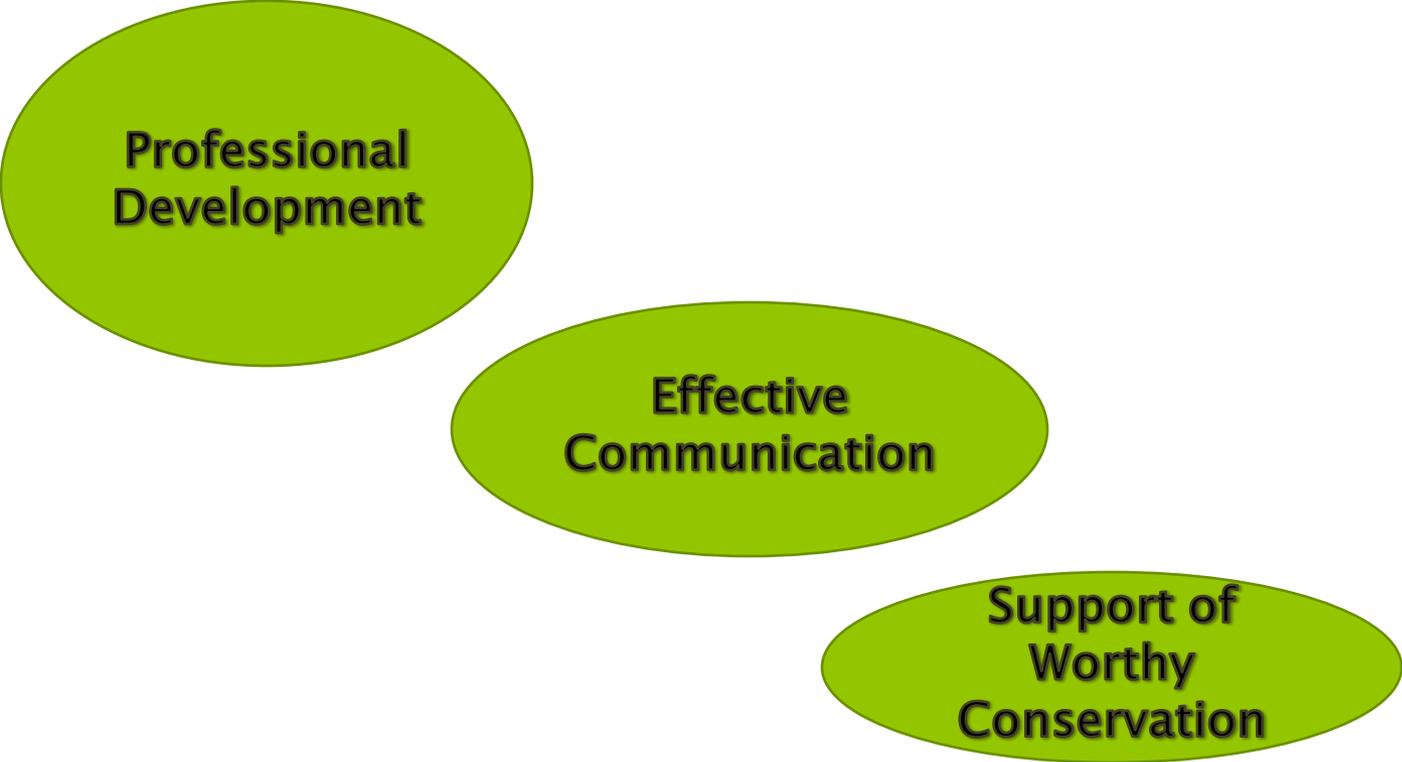


This passion enables us to make a profound impact on conservation; it drives the collective effort that enables us to send hundreds of thousands of dollars to support worthy conservation efforts each year. We do all this because we care for animals.



WHAT

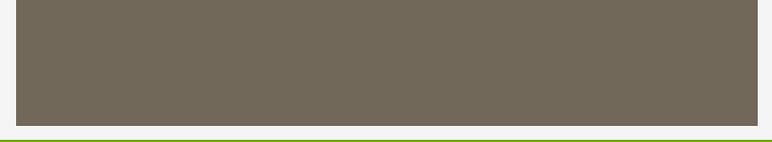
Another Big Three



**Professional
Development**

**Effective
Communication**

**Support of
Worthy
Conservation**

- 
- Workshops
 - Conservation talks
 - Fundraising
 - Communication
 - Socials

Workshops

- Utilize in-house subject matter experts (SME)
- Invite your management to help plan
- Meet your membership needs
- Invite SMEs from outside

Conservation Talks

- Invite local conservation orgs to talk about local projects
- Invite your institution to talk—make it an insiders' look
- If available, find international conservationists

Fundraising

- BFR
 - Start early!
 - Use social media
- Local conservation
- Raise the money
- Do the work!
- Work WITH your institution not against it

Communication

- Membership Meetings
- Social media
- Websites
- Newsletters
- Snail-mail
- PDF
- On-line
- Constant Contact
AAZK Listserv

Socials

- Combined with fundraisers
- Simple networking events
- Exchange of information
- Builds camaraderie

Where it starts



Keys to success

- Management
- Membership
- Communication
- Philanthropy
- Professional Development

Mission Statement

Your statement of purpose

The rudder that guides and directs

The mission of The American Association of Zoo Keepers is to advance excellence in the animal keeping profession, foster effective communication beneficial to animal care, support deserving conservation projects, and promote the preservation of our natural resources and animal life.

Vision

Your vision is where you hope to be and what you hope to achieve once you fulfill your mission.

AAZK will be the leader in the zoo and aquarium industry fostering professional development and personal connections that advance animal care, animal welfare and conservation.

Relationship to National AAZK

- 501 (3) c non-profit...
 - Fall under umbrella of National for IRS
 - Earnings under \$50,000
- Networking with other chapters
- Operations Manual
- Chapters striving for same goal
- All monies go through this office

Management

- Constitution
 - By-law meet goals of chapter
 - Chapter 8 of Operation Manual
 - Members only area of website
- Board members – Electing officers
- Zoo Director – Meet with and discuss goals
- Event planning – Annual events
- Goals
- Finances – Record keeping

Membership

- 100 % of Zookeepers
- Docents
- Curators
- Directors
- Institutional Membership

Communication

- In addition to everything else mentioned, communicate with National!
 - Write to me
 - Write to AKF Editor, Shane Good
 - Use the listserv
 - Use social media

Philanthropy

All charity donations go through AAZK, Inc.

- BFR
 - Lewa
 - IRF
 - AFC
- PBI
- Local Ties
- Institutional Ties

Professional Development

Working with Institution to develop areas of needs...

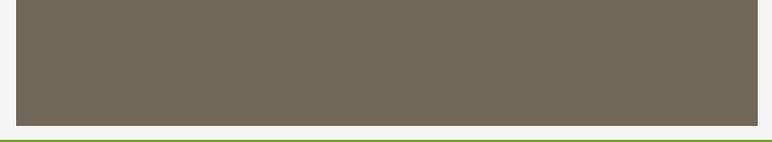
- Keeper talks
- Management talks
- Hands on training
- Class room work
- Teach the teacher...
- Travel
- NP–Training Works– 21st Century

“If you build it...”

- They will come
- But they might not stay
- Maybe only a few will come but no one else
- No matter what you build, it will age the minute you build it

Every field of dreams needs maintenance

- Know your audience
- Meet their needs
- Work with their limitation
- Do not work alone



Your Chapter is only as good
as its leadership

How to Start a Movement

- Dissecting Leadership
- What does it mean to be a follower?
- TED.com

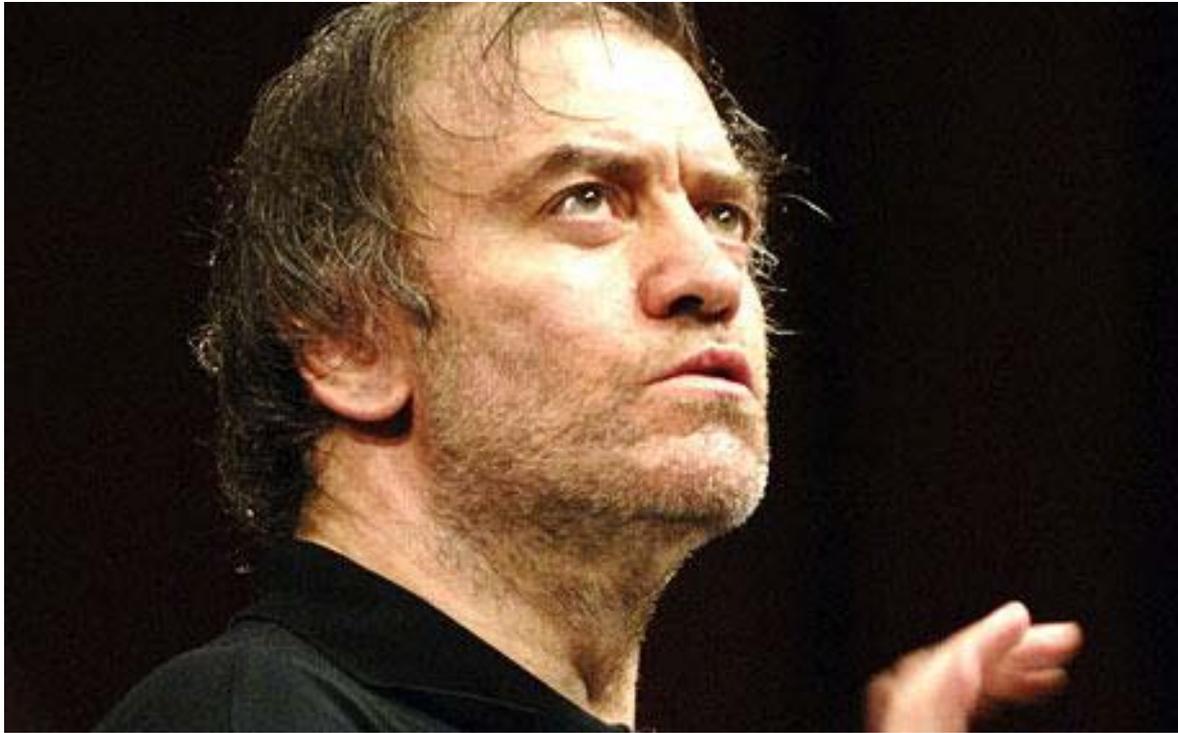


TED Ideas worth spreading

Leadership

- It's not about telling people what to do
- Or pushing ideas around
- It's about motivation and inspiration
- Good leadership utilizes the talents of others and orchestrates beautiful music

Madman or leader?



Valery Gergiev and the London Symphony Orchestra





Conductors as leaders

- The baton is the only instrument that does not create a musical sound
- The orchestra is responsible for creating the music
- The conductor merely coordinates the talent

London Symphony Orchestra

Leadership Survey

- Chapter president survey...
 - Cold calls and emails
- Survey monkey...

And it never ends

- Chapter of the year component...
- Working with other chapters
- Establish goals
 - Short term
 - Long term
- Constitution
- Questions

THE FINAL THREE

If you forget everything mentioned here,
focus on three very simple things in all
that you do as a Chapter:

THE FINAL THREE

- We solve problems
- We are effective communicators
- We care for animals

Questions