

the Outlet



Spring 2017

A FEW WORDS FROM THE PRESIDENT

President's Message

By Bob Wengel, Vice President Facilities, John G. Shedd Aquarium



Coming off of a great mid-year board meeting in Monterrey California I would like to thank Eric Quamen and his team for hosting us. The Monterrey Bay Aquarium is a world class facility in an incredible setting. It was at times difficult to stay focused with the awesome view from their conference room but we managed to get some great

work done while we were there.

As a board we had discussions about the state of our organization and how we can continue to grow. We talked about future conference sites as well as educational content for those conferences and began to put strategies in place to advance our goals. Those goals are very simple. Grow membership of all types, secure future conference sites, and develop strong conferences with rich, relevant educational content. We also hammered out our new mission statement.

We Network. We Build. We Grow.

Six simple words that sum up what we do as an organization.

With this new mission statement we also approved a rebranding of the AZFA and the launching of a brand new website that is being worked on as you read this message. You will first see the rebranding of the organization on the new website in early summer and then at the conference at the John Ball Zoo in October. Special thank you goes out to Carrie James and the team at The Creative Department for donating their hard work and resources to rebuild our website and to Dean Violetta, Mark Fisher, and Tony James at the Cincinnati Zoo for coordinating the effort. The website will be amazing and a more usable resource to all of our members as we move forward in the future.

At the board meeting Allmon Forester gave us an update on the upcoming conference October 15th -19th at the John Ball Zoo in Grand Rapids Michigan. Please mark your calendars because it will be here before you know it. Allmon and his team are working hard to make this an incredible conference as final plans are coming together. You will not want to miss it.

Have a great spring and summer and I am looking forward to seeing you at the conference in October.

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Gourmet Cloud Juice on Tap at Vancouver Aquarium

By Alexis Esseltine Scoon, Sustainability Manager

The stomach of a sperm whale. The nostril of a green sea turtle. The gut of zooplankton. Plastics are being ingested by ocean wildlife across the aquatic food chain, from bottom feeders to apex predators. In response, and as part of its ongoing sustainability efforts, the Vancouver Aquarium has taken a leadership stance and on April 12th announced it is the first zoo or aquarium in Canada to discontinue the sale of single-use plastic water bottles. Instead, visitors are being asked to BYOB (bring your own bottle) when they plan their next visit.

To support this initiative, five new water fountains and bottle fill stations were installed onsite joining two existing fountains. Fountains were placed in strategic locations including outside on the Aquarium's main entrance plaza, and inside near the main entrance, key exhibits, washrooms, and school programming areas. All fountains are outfitted with counting capabilities to track the number of bottles that are being saved by visitors using refill stations. The counters offer an easy way to show the impact of individual action, and quantify the impact of the change for Aquarium stakeholders.

Messaging surrounding the fountains aims to educate the Aquarium's nearly 1.2 million annual visitors on three primary topics:

Local tap water — including the quality and sources of local tap water, which is especially important for international guests coming from countries where drinking water quality is poor.

Ocean plastics—including the reality that plastics, including single-use water bottles, do not break down, but rather break up into smaller fragments called microplastics. Microplastics are an area of focus for the Aquarium's Ocean Pollution Research Program, headed by Dr. Peter Ross. Dr. Ross discovered that microplastics are being

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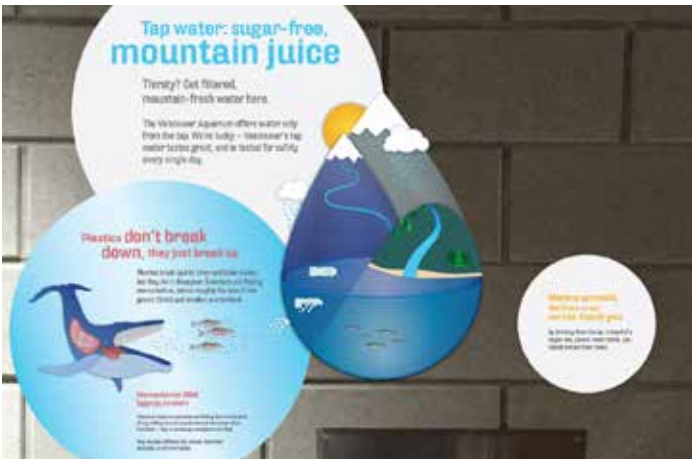
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In order to draw attention to the issue of marine life ingesting plastic, a creative, new art installation is now on display in the Vancouver Aquarium's Ocean Wise Art Atrium.

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Fountain messaging outside the Aquarium's Wet Lab that hosts its School Programs.

ingested by zooplankton, at the very bottom of the food chain, and making their way into larger animals, such as salmon and, eventually, their predators including whales.

The Great Canadian Shoreline Cleanup—a program the Vancouver Aquarium leads with WWF-Canada that provides guests with an opportunity to do more for the ocean by

calling on Canadians from coast to coast to help rehabilitate shoreline areas throughout the year.

The messaging tone was purposefully cheeky, referencing tap water as “non-fat, sugar-free tap water”, “gourmet cloud juice”, “fresh squeezed mountain juice”, and “sugar-free mountain juice”. This was done in an effort to engage and inspire.

If guests require a bottle, the Aquarium sells reusable bottles at \$6 and \$25 price points in its Food Service outlets, Gift Shop, and at Guest Services. Reusable cups are also available for free in the Aquarium’s main Café.

In advance of the launch, the Aquarium website was updated to note the change and members were notified by email blast. Frontline staff were also trained to speak to the rationale for the change and address questions, while also being able to direct visitors to nearby fountains and reusable bottle purchase points. The importance of being on a continuous path to im-

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provement was stressed to staff since contract limitations prevented the Aquarium from eliminating single-use plastic pop and juice bottles at this time.

Planning for this initiative began eight months in advance, and involved stakeholders from across the Aquarium including Guest Services, Membership, Food Services, Sustainability, Facility & Grounds, Gift Shop, Design, Communications, and more. The change would not have been possible without the leadership of the Aquarium's CFO who committed to the project early on, and worked to budget for the annual financial loss associated with eliminating sales of 40,000 single-use water bottles. The group was lucky to secure external funding for the initial capital expenditures, which helped to lessen the initial impact.

Single-use plastic water bottles now join a host of other plastic items the Aquarium has removed, including plastic bags, straws, cup lids and cutlery. Diners at the Aquarium have long had peace of mind knowing they are using compostable dishware and cutlery, and can now stay hydrated in a more ocean-friendly way. Vancouver Aquarium has taken this latest step to eradicate single-use plastic water bottles to further reduce its ocean plastic footprint and raise awareness about the long-lasting harm caused by these ubiquitous plastic items.

If you have a sustainability story you would like to contribute to The Green Scene, please contact Sophia Turczynewycz, at fia@cincinnatiatizoo.org



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Website Update

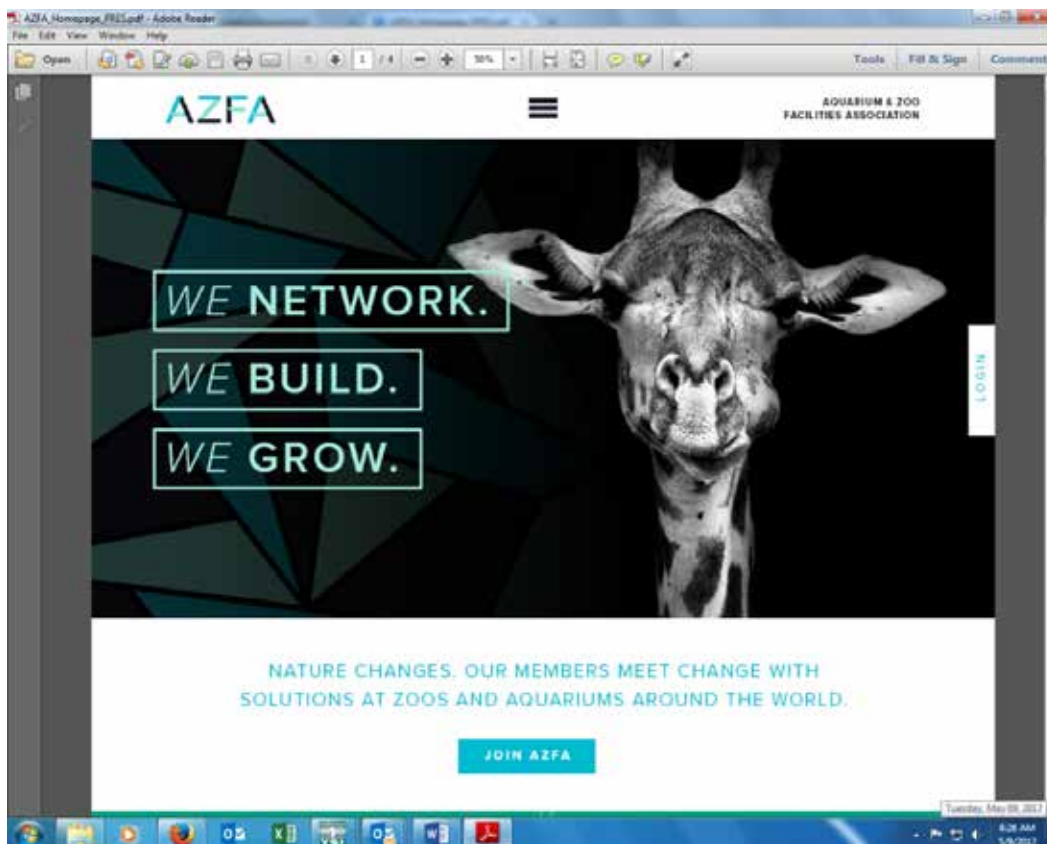
By John Kanzia

Exciting news, our new and improved website is currently under construction! Early in the year, Dean Violetta, Mark Fisher, and Tony James met with Cincinnati-based The Creative Department owner Kerry James (Tony's wife) to discuss opportunities to refresh and rebrand our website and logo, and come up with some options for themes. Suggested options were Brackets, Hive, and Origami. During a conference call in early March, the Membership Committee and Board unanimously decided that the Origami theme would be the best fit for the AZFA and gave Kerry the go-ahead to proceed.

There will be no fees associated with the design work as The Creative Department is generously donating their time and expertise to our organization. There may be a minimal cost for widget codes used to improve or integrate tools into the website like a vendor scrollbar (a scrolling bar at the bottom of the home page that can incorporate vendor logos and links to their websites).

The new website is expected to be ready for launch by early June and online registration for the fall conference will be included. Our website may be the first thing that potential new members see and we want to make a great first impression and ensure that navigating the site, finding information, and joining up is as easy as possible.

We network. We build. We grow.



Example Page

New Members

Professional

Jason Crow, Point Defiance Zoo & Aquarium

Jared Crippen, Maintenance Technician,
NW Trek Wildlife Park

Tony DeDonato, Maintenance Foreman, Potawatomi Zoo

Mike Elm, Maintenance, Milwaukee County Zoo

Dave Engelman, Grounds and Maintenance Manager,
Milwaukee County Zoo

Tony Fohey, Plumber, Milwaukee County Zoo

Matt Harris, Point Defiance Zoo & Aquarium

Matt Hayes, Machine Operator, Milwaukee County Zoo

Alex Hoefs, Horticulturalist, Milwaukee County Zoo

Noah Huber, Horticulturalist, Milwaukee County Zoo

Randy Johnson, Steamfitter, Milwaukee County Zoo

Norman Kitchenakow, Machine Operator/Welder,
Milwaukee County Zoo

Alex Krutsch, Forester, Milwaukee County Zoo

Jeff Maas, Machine Operator, Milwaukee County Zoo

Ben Mattson, Electrician, Milwaukee County Zoo

Dave Meaux, Manager of Contracts & Compliance,
Milwaukee County Zoo

Matthew Mertz, Facilities Manager,
South Carolina Aquarium

Ben Knoop, Project Manager, Toronto Zoo

Tom Obukowicz, Maintenance Supervisor,
Milwaukee County Zoo

Ken Peavey, Facilities Supervisor, Milwaukee County Zoo

Sandra Porterfield, Point Defiance Zoo & Aquarium

Randy Robinson, Maintenance, Milwaukee County Zoo

Kurt Schultz, HVAC Mechanic, Milwaukee County Zoo

Dave Smith, Machine Operator, Milwaukee County Zoo

John Threlkeld, Life Support Coordinator, Denver Zoo

John Westrich, Director of Grounds & Maintenance,
Milwaukee County Zoo

Organization

Palm Beach Zoo and Conservation Society,
David Ruhl, Facilities Director

The Toledo Zoo, Patrick Kramer, Maintenance Manager

Utah's Hogle Zoo, Alden Breinholt, Director of Facilities

Commercial

Waterco USA, Kristina Macias, Life Support Director

The Creative Department, Kerry James



5 Energy (New)

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Magid Glove & Safety

Safety Equipment & Supplies

Sherwin Williams (Coming soon)

Paints and Coatings

Staples Advantage

Facilities Solutions

WESCO

Electrical & Lighting

Calendar

Deadline for articles for the next newsletter: July 19th

2017 Annual Conference: October 15-19, John Ball Zoo, Grand Rapids, MI

Publication Schedule

- Summer Issue - July
- Winter Issue - January
- Fall Issue - October
- Spring Issue - April

www.azfa.org

Don't forget to check out the AZFA website for updates and news.

Website Administrator
John Kanzia, john.kanzia@czs.org

Membership

Membership Administrator
Samanthe Peterson, sam.peterson@sazoo.org

Editor's Note

By Jennifer Golden, Operations Project Manager, Zoo New England

I would like to take a moment to express thanks to our Commercial Members who have supported The Outlet by advertising, and show appreciation to those who have found it beneficial to continue their advertisements this year.

Advertising in The Outlet is a great way for companies to target our unique group of professionals dedicated to the construction and maintenance of aquarium and zoo buildings, exhibits, and systems.

The Outlet currently reaches hundreds of individuals at over 75 zoos and aquariums and our membership continues to grow!

If you are a Commercial Member interested in advertising rates please contact me at jgolden@zoonewengland.com.