2012 AAZK National Conference

***AAZK Chapter Building Workshop***

Syracuse, NY

“Seeking higher goals for professional achievement”

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
What makes a great Chef successful?

- Passion
- Creativity
- Insight
- Management of available resources
- Knowledge of your customers
- Flexible menu
- Sharp tools
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 does AAZK exist?

- Resume’ builder
- Job search
- Networking
- Social
- Raising money for specific causes
- Share knowledge
- Continuing Education…
It’s not a checklist!
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.
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
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
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