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ANY OF YOU MAY BE FAMILIAR WITH ONE OF THE HOLLYWOOD FILM CADENCES SHOUTED BEFORE FILMING, “READY, SET, ACTION”! AS AN INTERPRETER, WOULDN’T IT BE GREAT IF ALL YOU HAD TO DO WAS TO YELL, “READY, SET, ACTION” AND EVERY GUEST WOULD JUST JUMP INTO ACTION FOR WILDLIFE? IT SURE WOULD MAKE OUR JOBS EASIER! ALAS, THIS IS NOT THE CASE, AND IT TAKES MORE THAN THREE WORDS TO INSPIRE A CONSERVATION MOVEMENT.

IF YOU HAVE ANY TIPS ON INSPIRING BEHAVIOR CHANGE AND TAKING ACTION, WE WOULD LOVE TO HEAR FROM YOU! LEARNING FROM EACH OTHER HELPS EACH OF US BECOME STRONGER INTERPRETERS.

IF YOU HAVE NOT PARTICIPATED IN ZWPA BEFORE, PLEASE CONSIDER DOING IT NOW! WE ARE LOOKING FOR ARTICLES FOR OUR NEXT NEWSLETTER ON THIS IDEA. PLEASE CONSIDER SHARING YOUR IDEA BY SENDING AN ARTICLE WITH PHOTOS TO OUR COMMUNICATIONS CHAIR, DEBBIE MURBACH AT DMURBACH@SANDIEGOZOO.ORG OR TO ME AT TAJ@CLEVELANDMETROPAKSON.COM BY JULY 31ST.

In this newsletter, meet an action-oriented person in our I AM ZWPA member section. Sarah Howard and her team at the Alaska Wildlife Conservation Center are working on many conservation projects, but are known for their work in Alaska with the re-introduction of North America’s largest mammal, the Wood Bison. You can learn more about the center’s programs and animals by visiting: https://www.alaskawildlife.org.

Speaking of action, we are hoping some of you take action and step-up to present at our annual ZWPA InterpNET Conference in October. We are cooking up a great conference and need some expert chefs in the kitchen to help guide us through some recipes in the “Training Cookbook”. Read further along in this issue for details.

“IF YOU HAVE ANY TIPS ON INSPIRING BEHAVIOR CHANGE AND TAKING ACTION, WE WOULD LOVE TO HEAR FROM YOU! LEARNING FROM EACH OTHER HELPS EACH OF US BECOME STRONGER INTERPRETERS.”

— TERRY JOYCE, ZWPA DIRECTOR
André Copeland
CIG, CIP, CIT

André Copeland Interpretive Programs Manager at Brookfield Zoo, has been an active NAI member since 2004 and a member of ZWPA since its inception. A Certified Interpretive Trainer, he co-conducts at least one C.I.G workshop at Brookfield Zoo annually, in addition to interpretive training for paid and unpaid staff. Also a Certified Interpretive Planner, André is responsible for planning written, oral, and multimedia interpretation for temporary exhibits, new major exhibits, and refreshing interpretation at existing exhibits at Brookfield Zoo.

André is accountable for the day to day management of the Interpretive Programs Supervisor, and Coordinators, as well as seasonal staff and interns. He develops and manages premium behind the scenes experiences for guests called Backstage Adventures, which includes budget projection, budget tracking and maintaining program quality based on guest evaluations.

André has 27 years’ experience working in the zoological field which includes animal care, program development and management, frontline interpretation, interpretive training, interpretive planning, budget projection and tracking, and community outreach programming.

Colleagues and participants in his workshops agree his passion and love for the interpretive profession are extremely evident.

André Copeland, CIP, CIT, CIG
Interpretive Programs Manager
Chicago Zoological Society
Brookfield Zoo
3300 South Golf Road
Brookfield Illinois 60513
(708) 688-8845
andre.copeland@czs.org
Meet Sarah Howard

Sarah Howard has worked in the field of interpretation for close to 8 years. She was born and raised in Alaska, although she hasn’t always lived there. Her successful reintroduction to the area came after she attended the University of Wisconsin-Stevens Point, double-majoring in biology and wildlife management, and minoring in captive wildlife. There she was also involved with the on-campus Wildlife Society and Herpetology Society. Somehow she found time to work as a hired hand on a local dairy farm, milking cows twice a day!

She migrated back to Alaska during summers, interning with the Alaska Wildlife Conservation Center (AWCC). After graduation, she made the move permanent, settling in the local community of Girdwood, where she is also a volunteer firefighter/EMT.

“My career here with AWCC is not only animal care, but also education, and speaking with our guests about our facility and animals that call AWCC home,” says Sarah. “My favorite part of my job is watching new guests’ first-time animal experiences with the animals I’ve come to know and love; it’s very rewarding.”

Why does she value her participation in NAI and ZWPA? “I’m excited to be able to gain knowledge in the field of interpretation, and keep up to date with modern engaging techniques and facets to keep my audience actively involved in the presentations we give—also, gaining the knowledge to spread to my staff so they can better their skills, as well,” says Sarah.
2016 ZWPA OUTSTANDING INTERPRETER AWARD

Front-line interpreters in Zoos, Wildlife Parks, and Aquariums can take many forms: educator, keeper, volunteer. The ZWPA Outstanding Interpreter Award recognizes an individual, whatever the title, who demonstrates excellence in animal interpretation. The recipient of the award should be a member of the ZWPA section of NAI, although they can be nominated by a non-member. This award criteria is available below or on the ZWPA website: https://zwpa.wordpress.com/. Nominations are due to blackfishorca@gmail.com or andre.copeland@czs.org by June 15th. Nominations should include the name of the nominee, the nominee’s institution, and the name of the person submitting the nomination. Nominations should answer the following questions, and may include up to three letters of support.

• What is this individual’s role in your institution? What types of programs does this person present?
• How does this person use interpretation to further the mission of your institution? Please give specific examples.
• Does the nominee work to improve interpretation at your institution? Please describe any innovative interpretive programs or products the nominee has created.
• Does the nominee actively work to improve their interpretation skills through training, certifications, etc.? Please list any certifications, awards, or recognition they have received.
• Does the nominee actively work to advance the profession of interpretation and the use of interpretation in zoos? List activity in NAI or AZA at section, regional or national level. Include offices held, committee work and workshop involvement, if applicable.

If you would like to nominate someone for the ZWPA award and are unsure if they are a member, please ask us and we will let you know!

Thank you!

CALL FOR NOMINATIONS
ZWPA Director

Nominate a colleague or volunteer to become Director of the Zoos, Wildlife Parks & Aquaria Section of the National Association for Interpretation. Nominations are due June 12th, with the election beginning October 1. This is a volunteer position with a three-year term starting in January 2017 – December 2019. Please see ZWPA Director Position Description for details at https://zwpa.wordpress.com/.

Prerequisites for All Nominees/Candidates
All nominees and subsequent candidates must comply with the following criteria:

1. Candidates may be any NAI & ZWPA member in good standing at the time of nomination.
2. Candidates must maintain an active individual membership throughout the election process and their term of office, if elected.
3. Candidates must state a willingness to sign the NAI Code of Ethics for Elected Officers

Nominations letter should follow:

a. Candidate statement should be a narrative in two parts and cannot exceed 300 words for the entire document.
   1. Short bio, no more than 150 words
   2. Intent statement, no more than 150 words
b. Headshot of candidate in a jpg format
c. Microsoft Word Document
d. Email nominations by June 12th to Deputy Director, Andre Copeland at: andre.copeland@czs.org
Throughout the Texas Coastal Bend, dynamic forces are at play creating an environment that is unsurpassed. In the midst of commerce and industry, conservation efforts abound, preserving the area’s beauty and natural wonder. The history of the Coastal Bend has cultivated a rich heritage that is reflected in a diversity of cultures celebrated by the people of Corpus. Past and present are ever united, serving as the foundation on which beliefs and traditions grow.

Corpus Christi offers the best in Texas coastal experiences, the perfect place for NAI to gather, share, learn, and explore our past, present and future.

You are invited, so mark your calendars, and make your plans. Be part of the conversation!

See www.interpnet.com for details.
SAVE THE DATE:
OCTOBER 12, 2016
Save the date to join your counterparts from across the country and globe as we discuss this year’s conference theme “The Training Cookbook: Recipes for Training Success!”.
For more information please contact Jess Reese, InterpNET Chair, from the Chicago Zoological Society/Brookfield Zoo at jessica.reese@czs.org.

CALL FOR PRESENTERS!
The ZWPA is seeking presenters for our annual InterpNET conference on Wednesday, October 12, 2016.
This year’s topic will be “The Training Cookbook: Recipes for training success!”
Informal educators from all over the world will gather for this virtual conference.
Presenting with us is easy and fun! Do you have a training program that you would like to share with the community? Share with us! We would love to rejoice in your successes and learn from your experience. This on-line conference utilizes Adobe Connect. Application deadline is August 1st to jessica.reese@czs.org.

GO TO ZWPA.WORDPRESS.COM FOR MORE INFORMATION AND APPLICATION OR SEE NEXT PAGE.

Photos: Jim Schulz, Brookfield Zoo
CALL FOR PRESENTERS FORM
INTERPNET CONFERENCE
OCTOBER 12, 2016

“The Training Cookbook: Recipes for Training Success”

PRESENTER INFORMATION

Name: __________________________________________________
Organization: ___________________________________________
Job Title: ______________________________________________
Certifications: __________________________________________
Address: ______________________________________________
City/State/Zip: __________________________________________
Phone (H): ____________________________________________
Phone (W): ____________________________________________
Email: __________________ Region #:______________________

Biographical Information (for your introduction): ________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Presentation Title: ______________________________________
Presentation Goals: _____________________________________
Presentation Objectives: __________________________________
Presentation Abstract: ____________________________________

PLEASE IDENTIFY YOUR PRESENTATION RESOURCES:
__PowerPoint __Videos __Audio Recordings __Handouts
Other: __________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Please submit questions and completed request for proposals to:

Jessica Reese
InterpNET Conference Chair
Jessica.reese@czs.org

Selected presenters will be asked to sign a release allowing NAI to reproduce their presentation with no further payment or other consideration.

APPLICATION DEADLINE IS AUGUST 1, 2016.
THANK YOU FOR YOUR SUBMISSION!