

# ANIMAL KEEPERS'

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# F O R U M



The Journal of the American Association of Zoo Keepers, Inc.



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36th Anniversary - 1974 - 2010

## MISSION STATEMENT

(Revised April 2009)

American Association of Zoo Keepers, Inc.

*The mission of the American Association of Zoo Keepers, Inc. 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.*



# Bowling For Rhinos Recipe for Success

## ***BFR EVENT FACILITY PLANNING***

- **Set a Date** - Early so that it can be advertised in as many newsletters, fliers as possible. Info should be placed in zoo newsletters (at least 4 times), facility volunteer newsletters, Society communications, facility maps or advertisement fliers.
- **Chamber of Commerce** – Check with Chamber (or other Community Association) prior to setting date to find out events that could conflict. Once you choose the date, inform your Chamber of Commerce and ask to be placed on their Calendar of Events.
- **Facility Management** – Set up a meeting with your facility director and/or management. If a facility needs some coaxing, reference a “Memorandum of Agreement” between AAZK/BFR & AZA signed at the 1996 Honolulu conference: AZA will assist AAZK’s BFR event through their resources such as Public Relations (PR) Graphics Departments. You may remind them, the better your event does, the better it looks for the zoo in the eyes of the public. A successful BFR event gives your facility “bragging rights”.
- **Volunteer Coordinator** – Set up a meeting with the Coordinator. Talk to your zoo volunteers at an organized luncheon to let them know they can join the event or sponsor someone (have your forms ready) or work at the event.
- **Society Director** – Set up a meeting with the Director or Coordinator of the entity that supports your facility. Promoting the BFR event, promotes the facilities involved.

## ***BFR EVENT PRE-PLANNING***

- **Collect door prizes.** Seek the big airline prizes 4-6 months in advance (write thank you notes – helps build a base for next year!) Hint: Restaurants are easy to get prizes from. Visit a potential donor in person, with formal letter of donation request. The letter should detail the successful history of the event on the local and national levels.
- **Fliers** - Put registration fliers in an area where volunteers may see them-in their “check –in” area. Have fliers that you can hand out so they can be completed later.
- **Invite Bowlers from Previous Events** (addresses listed on sponsor forms from prior year)
- **Blue Rhino Gas** - These folks are a primary event sponsor and should be included in all local events. (They may even underwrite your event!)
- **Rhino Linings** – After asking Blue Rhino, try to get a commitment from these folks in your area to join your event. If Blue Rhino cannot commit Rhino Linings may be an event sponsor.
- **BFR is Open to the public** – Make sure this fact is well advertised.
- **Create a T-shirt** – Look for sponsors for the event shirt
- **A Day off Work?** - See if your zoo will offer a day off work for the team who raises the most \$ (ex. Graphics team, Maint. Team, etc)
- **Special Events** – Your facility may have a department that can lend a hand – hey, these people do this for a living! Seek help to get the word out.
- **Prizes** - It pays to advertise. Once you have a list of Door Prizes or other giveaways, raffle prizes, etc. Publicize the list to attract bowlers and sell raffle tickets.



- **Invite Celebrities to bowl at your event** (especially TV/radio- free advertising!).
- **Advertising** - post info next to rhino/elephant exhibits about your upcoming event and how to join!
- **Trip Winner** – The person who raises the most money, wins a trip. Don't be shy, let your potential donors know this fact.
- **Friends and Family** – The most important donors of all, and usually, the softest touches!

See <http://aazkbfr.org>

If your Chapter would like a "Lewa Promo" DVD free of charge or other Lewa info, please contact Linda Millard: [linda.millard@gmail.com](mailto:linda.millard@gmail.com) or 650-851-7738.

If your Chapter would like Rhino info, flyers, etc. for events, contact Susie Ellis/IRF: [s.ellis@rhinos-irf.org](mailto:s.ellis@rhinos-irf.org) or 540-465-9595.

For additional BFR Event information or assistance - Contact Patty Pearthree, AAZK BFR Coordinator at: [ppear3@pear3.org](mailto:ppear3@pear3.org) or 919-678-0449.

## **Bowling for Rhinos Honorary Trip Winner Announced**

Bowling for Rhinos is AAZK's biggest conservation effort. There are a number of people who are the true heroes in making AAZK's "Bowling For Rhinos" successful. Year after year, they tirelessly organize their event with little recognition. Their reward is in knowing that they are helping to conserve wildlife worldwide.

In 2007, AAZK, Lewa and Anna Merz began recognizing these dedicated members by rewarding them with a chance to see firsthand the results of their dedication. Anna Merz has offered to host an individual and a companion, if they wish, for one week at Lewa Wildlife Conservancy in Kenya. The winner's expenses would be paid and the companion would need to be able to stay in the same room as the winner. The companion would need to pay travel expenses. Travel would occur in October.

Winners must be AAZK members in good standing. These trips will be awarded on an as warranted basis by the Board of Directors.

### ***Rules for Honorary Bowling For Rhinos Trip Winner:***

- Travel will occur the following year in October. This coincides with Anna Merz's trip to Lewa for the fall Lewa Board meeting.
- Anna will "host" the trip winners which entails paying all their expenses at Lewa (except souvenirs & tips) for one week.
- The cost for the trip winner's plane fare, transport cost & hotel in Nairobi (roughly \$2,250) will be covered by Lewa.
- Recommendations for trip winners will be made by Patty Pearthree to the AAZK Board of Directors. Patty may solicit recommendations from AAZK members in case there are deserving members of which she is unaware.
- Winner will sign a "holds harmless" waiver for AAZK, Inc. prior to travel.

Susan Grohne of the Philadelphia Zoo is the 2010 recipient of this trip. Susan has helped organize the Philadelphia AAZK BFR event for many years and has greatly increased the success of the event. She spends much of each year organizing the event. She organizes all aspects of the event from gathering door prizes to working at the event to brainstorming ways to "grow" the event year after year. Susan has narrowly missed winning trips for several years. Susan's tireless efforts have not gone unnoticed in the conservation field so it is with great pride that AAZK announces that she has been awarded a free trip to visit Lewa Wildlife Conservancy in Kenya in October, 2011. She and a companion will be hosted by Anna Merz on their adventure to be first-hand observers of the wildlife that benefits from Susan's hard work and dedication. Congratulations, Susan, for a job well done!