

# AZA UNGULATES TAG

## MARKETING UPDATE

2021 Virtual Midyear Meeting

### Marketing Team

RoxAnna Breitigan - The Living Desert Zoo & Gardens

Michelle Hatwood - Audubon Species Survival Center

Brent Huffman - Toronto Zoo

### TAGMart Team

Lissa McCaffree- San Diego Zoo Wildlife Alliance

Matt Gelvin- San Diego Zoo Wildlife Alliance

### Facebook

Leanne White- Jacksonville Zoo



## Contact Us

[AZAungulates@gmail.com](mailto:AZAungulates@gmail.com)

# Many hooves, One herd

## Our Mission

To work together to promote ungulates in AZA institutions, and provide ungulate resources to enhance management

# AZA Ungulate TAG Dedicated Fund

Current Balance \$15,407

2021 Expenses- \$192  
Website renewal fee



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# Ungulate TAG Scholarship

- **Should we have a scholarship in 2022?**
  - Historic coverage was \$750-\$1000
  - Can be used for registration, airfare, hotel/lodging, meals, incidentals
- **A group of TAG leaders are on selection committee**
- **Scholarship announcement would go out in September 2021**
  - Would be posted on website
  - Announcement through AZA network
- **Applications would be due November 2021**



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# The Waterhole

4:00-6:00/EST today



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A wooden stick is positioned vertically against a background of a blue sky with white clouds. Three signs are attached to the stick. The top sign is a rectangular orange card with the text "now what?" in white lowercase letters. Below it is a green arrow-shaped sign pointing to the right with the text "tomorrow" in white lowercase letters. The bottom sign is a green arrow-shaped sign pointing to the left with the text "yesterday" in white lowercase letters.

now  
what?

tomorrow

yesterday

# Future of Ungulate Marketing

- **Changes under New SSP Vision??**
- **How do we communicate to Directors/Curators/Collection planners?**
- **Marketplace- need volunteers**
- **Ideas, ideas, ideas...**



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