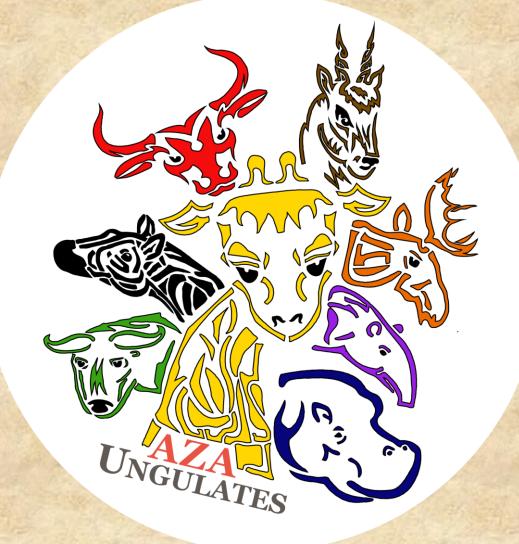
AZA UNGULATES TAG MARKETING UPDATE 2021 Virtual Midyear Meeting

Marketing Team

RoxAnna Breitigan - The Living Desert Zoo & Gardens Michelle Hatwood - Audubon Species Survival Center Brent Huffman - Toronto Zoo

<u>TAGMart Team</u> Lissa McCaffree- San Diego Zoo Wildlife Alliance Matt Gelvin- San Diego Zoo Wildlife Alliance

<u>Facebook</u> Leanne White- Jacksonville Zoo



Contact Us 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



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



The Waterhole 4:00-6:00/EST today









Future of Ungulate Marketing

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

