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Cultural Attractions

Wild Connections

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December 2011

Buffalo Museum of Science guests can now indulge their “curiosity” in new retail shop

*By Patrick Brown,
Director of Retail Operations*

On October 1, SSA proudly commenced its partnership with our second Buffalo affiliate, the **Buffalo Museum of Science**. In our role, we will operate the Retail Gift Shop and the Admissions Desk for the Museum.

On the day of our transition, the Museum hosted their 150th Anniversary Gala, complete with black tie dress and silent auction. It was the first opportunity for patrons to see the difference SSA makes in a retail operation. During the previous night, we moved the cashwrap to the opposite side of the store, remerchandised the fixtures with new product, and installed graphics inside and outside the store, including two

signs reflecting the shop's new name, *The Curiosity Shop*. We received many accolades from Museum employees and guests that evening.

Our General Manager is **Lisa Cooper**, who also leads the Buffalo Zoo retail team, with **Ed Griffin** directing the daily retail strategy at the Museum.



New gift shop offers a warm welcome to guests.

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A conversation with Denver Zoo's George Pond

As Vice President for Planning and Capital Projects at the **Denver Zoo**, **George Pond** oversees numerous construction and renovation projects at the 80-acre zoo that attracts more than 1.7 million guests each year.

George is also one of the central architects of the environmental movement at the zoo, which has received numerous accolades from several national organizations. However, it's the new gasification plant being built at the zoo that punches George's green buttons. Many zoos have attempted to use animal waste

to generate power, but haven't been successful. However, with the opening of Toyota Elephant Passage in the spring of 2012, George and his staff will have mastered how to turn animal poop and most of the rest of the zoo trash into power.



George Pond

It all started in 2005 when George and his staff meet with experts at the National Renewable Energy Laboratory in nearby Golden and learned about gasification, the con-

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Words of Wisdom



Kevin McNicholas

A couple of things to think about in the new year:

1. If you try to do something and fail, you are much better off than if you do nothing and succeed!
2. You may treat new ideas as bullets or seeds. You may shoot ideas or sow them. You may hit people in the head with them, or you may plant them in their hearts. Your choice!

Buffalo Museum of Science's gift shop, continued

Nestled along the pathways of Humboldt Parkway, this 150-year-old institution features over 700,000 specimens and artifacts from all facets of the natural world. Their exhibits range from *Leonardo's Machines in Motion* to the *CSI Experience*; from Space Science and dinosaur fossil records to *Explorations!*, a hands-on interactive learning center designed for young explorers. Also operated by the Museum is a 264-acre nature refuge dedicated to conservation and environmental education.

Our partner has a fully developed Master Plan for their future, and we are very excited to be part of that journey!



Many thanks go to our transition team, which included **Laurel Wright** (MNZ), **Aaron McCrady** (UHZ), **Lisa Cooper**, **Ed Griffin** and **Sean McNicholas**. We could not have done it without you!



Monterey Bay Aquarium shines at Green Festival

The **Conservation Committee** at **Monterey Bay Aquarium** along with **Service Systems Associates** partnered at the 10th annual Green Festival in San Francisco. Their goal was to inform the more than 30,000 attendees about the green efforts at the aquarium. Also, they promoted the facility's award-winning exhibits and related programs.

An integral part of the event was the Gift and Bookstore display that offered a selection of green-related products. Products offered for sale ranged from Sprout Watches to Tagua Nut jewelry and also included USA-manufactured plush penguins and FSC (Forest Stewardship Council) North American-produced Monterey Bay Aquarium publications, *Insiders Guide* and *Project White Shark*. Staff also provided information on how other SSA zoo and aquarium accounts

were becoming greener.

Monterey Bay Aquarium's General Manager **Andrew Fischer** shared that it was an extremely educational, fun and engaging event with positive dialog and interaction from the visitors and the many aquarium volunteers who assisted at the event.

SSA employees who assisted at the event included **SuLi Sabo**, **Rachel Defren**, **Ruthie Nguyen** and **Elizabeth Sanchez**. **Sarah-Mae Nelson**, MBA's Climate Change Interpretive Specialist, and Andrew were key representatives of the Aquarium Conservation Committee.

Monterey Bay Aquarium CFO **Ed Prohaska** and SSA EVP **Sean McNicholas** also volunteered. Sean commented that he and Ed toured the entire festival looking for new ideas and products for the aquarium. He added that they found committed companies with product life cycles that are local, sustainable and have a great story to tell. "We also wore with pride our aquarium t-shirts, and numerous individuals stopped us to say what a great place the aquarium is and seem to really understand the aquarium's mission of conversation. It was great fun representing MBA and SSA in the Conservation booth," said Sean.



A conversation with George Pond, continued

version of solid fuel into a combustible gas, which can then be converted into electricity and heat. Over the years, staff fine-tuned and adapted this process, which will take 90% of the zoo's more than one million pounds of animal waste, food scraps and trash produced each year, and turns it into electricity and heat for the new exhibit's 10 buildings and four animal pools. The plant is expected to cut the zoo's \$1.2 million-a-year power and natural gas bills by 15%.

George said that the final result is a very innovative application of technology. The zoo is in the process of patenting this intellectual property. While the zoo is the primary beneficiary of this application, the technology is applicable to other industries. George shared he has not only received phone calls from other zoos, but also from other industries and governmental agencies. He said, "The zoo's groundbreaking use of this technology has put the zoo on the cutting edge of green technology that could change the way businesses worldwide handle their waste."

George is an individual who cares about the environment as he believes it makes good sense to do so. George commutes to work either by taking the bus or riding his bike 12 miles. His home also reflects an eco-friendly lifestyle with energy-efficient lighting and heating, along with recycling not only of cans, paper and bottles, but also food waste for his worm compost bin. When remodeling his home, George also used green products, such as bamboo flooring as well as environmentally-friendly paint.

George grew up in Evanston, Illinois, where he

showed an interest in building things at a young age. But there's more to George than his interest in the environment. He started swimming competitively at the age of seven and continued to swim in college, helping the team establish an unprecedented NCAA winning streak. He continues to swim today, and he has completed the annual 28.5 Mile Manhattan Island Marathon Swim several times on a relay team with Kenyon College swimmers and plans to make another attempt.

After graduating with a Bachelor of Arts in English from Kenyon College, a small liberal arts college in Ohio, George took a job in sales, but quickly realized he wanted to pursue his childhood desire of building things. He applied to several colleges that offered a master's program in architecture and was accepted at a college in Colorado. George earned a Master's of Architecture and a Master's of Landscape Architecture, both from University of Colorado at Denver.

After graduation, George established his own firm, combining his construction background and design skills in both building and landscaping. When he saw the job advertised for a position in the newly-created Planning Department at the Denver Zoo requiring experience in both design and construction, he thought he was perfect for it. Zoo staff agreed. He started at the zoo in January 2000. When his boss, **Craig Piper**, was appointed the zoo's Executive Vice President, George was promoted to lead the department.

George was recently elected to the City Council in Wheat Ridge, a Denver suburb. He is married to Jill and has two daughters, Zoë, 3½ and Sydney, 2.

How many people does it take to change a light bulb?

Saving energy is as easy as changing a light bulb – just ask the **Denver Zoo Kibongi Market staff** and the Zoo's **Work Place Conservation Committee**. They said goodbye to 287 incandescent light bulbs and replaced the energy wasters with 4W LEDs.

Based on the wattage of the bulbs replaced, this will save a total of 66,387 kWh/year or 52 tons of GHG released. The cost savings is projected to be around \$5,000 per year. In addition, the new LED bulbs will produce less waste heat and reduce cooling needs in the building during the summer.

Another reason to switch to LED light bulbs is that they last longer and don't require as many uses of a step ladder.



Creative retail products light up the night

Many of our locations carry several items that once they are turned on or seen around a neck or on a head, they sell! It is all about the staff demo-ing the item for the guest and having fun.

Going into the holiday season Glow and Light-up items are the hot merchandise. Many of our locations celebrate with Zoo lights in the evening. At the **Denver Zoo**, they will sell many light-up items during their Zoo Lights event.

Marlina Schleuger, Retail Manager of the Denver Zoo said, "The cart is what draws in the business and the presentation of the light-up items are what sells it. Once our zoo lights start we have our cart ready to go. It runs from about 4 p.m. until the gates close at 9:30." She added, "The key success in these sale is make it visible and mass it out and of course LIGHT IT UP! If you can see the glow from all angles when you

are approaching a cart, the eyes of little kids just light up, and items sell themselves. We do have associates that will dance, sing and basically just have fun with it. They wear our fun holiday hats and light-up tree head bands so they are visible."



Environmental initiatives and programs recognized

Many of our partners have developed innovative environmental initiatives and programs, which have been recognized.

The **Minnesota Zoo** recently received the *Minnesota Waste Wise Leader* award. Recipients of this award serve as environmental role models for their own communities, the Minnesota business community and the Minnesota Waste Wise program.

The **Cincinnati Zoo & Botanical Garden** recently received two awards from the Hamilton County Recycling and Solid Waste District. The zoo received the *John Van Volen-*

burgh Award for Recycling Innovation and the *Go Green Challenge Award*. The VanVolkenburg Award represents the highest achievement award presented by the District and recognizes an individual or organization that identified an opportunity to better the community through innovation in recycling, pursued that opportunity and achieved outstanding results. The Go Green Challenge is an initiative whose mission is to encourage organizations to reduce their environmental impact.

Zoo Miami now has its first solar array installed on the zoo grounds, it's located in the Amazon & Beyond exhibit on top of the trellis area in the main plaza. The solar array is a donation from Florida Power & Light Company to help expand the zoo's green initiatives.

Record-breaking year experienced by Dallas and Miami zoos

Despite a tough economy and intense summer heat, many partners are on track to break attendance records or have had a record number of guests.

In the fiscal year that ended in September, the **Dallas Zoo** attracted a record 789,452 visitors. The number of zoo memberships also has jumped.

Zoo Miami officials are celebrating the highest attendance in the history of the park. The zoo announced in early November that in the past fiscal year, more than 840,000 people visited the park. That's 10,000 more people than the zoo's peak attendance in the late 80s. The zoo is now the highest attended paid attraction in South Florida.

What's happening in the field . . .

The **SSA Retail Team** at the **Monterey Bay Aquarium** recently received the Green Tree Award, which recognizes employees who are committed to conservation efforts at work, in the community and in their personal lives. The annual award is given to two employees or teams each year.

At the **Fort Wayne Children's Zoo**, guests making a purchase at the Wild Things Gift Shop are asked if they wished to "round up" their total to support zoo conservation projects. Those small donations added up to more than \$12,400 this year! These funds, along with money from the zoo budget, enable the support of 23 local, national and international conservation organizations.

The **Cincinnati Zoo & Botanical Garden** recently received a 2011 Silver Spoon from the *Cincy Magazine*. The award recognized excellent dining provided by our catering department, an industry leader in food presentation, quality and service.

Adam Suggett is the new Event Sales Manager at the **San Francisco Zoo**. He was recently Sales Manager at the London Zoo.

National Western recently won a first place award for its gift and souvenir selection offered during the 16-day National Western Stock Show. The award was given by the International Association of Fairs and Events.

Congratulations to the **Detroit Zoological Society** and the **Minnesota Zoo**; they won Brass Ring Awards from the International Association of Amusement Parks and Attractions (IAAPA) for marketing excellence. The Detroit Zoo won for its television commercial, and the Minnesota Zoo won for its radio commercial and print advertising campaign.

Based on their EXTRAordinary service, several **Monterey Bay Aquarium Retail Staff** were selected to be honored at the annual Monterey County Hospitality Association luncheon. MBA team members include **Travis Elder, Stock Associate; Joey Amerision,**

Sales Associate; Adam Stafford, Sales Associate; Ruthie Nguyen, Stock Associate; Rachel Defrehn, Sales Associate; Kiyoko Ogawa, Sales Associate; Kathleen Tran, Assistant Operations Manager; Sabrina Wedderburn, Retail Operations Manager; and Andrew Fischer, General Manager.



Cincinnati Zoo's Retail Staff created a **promo blanket display** where guests will be tempted to buy one of the **cuddly blankets** and then purchase one to donate to **Toys for Tots** to keep a child warm this holiday season.



Connections



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4699 Marion Street
Denver, CO 80216
303/321-2760
www.kmssa.com

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newsletter@kmssa.com



Employee Profile

Christine Jamison
General Manager
Fort Wayne Children's Zoo
To read, go to kmssa.com

News from our partners

A Kirk's dik-dik now shares a habitat with a group of African birds at the **San Francisco Zoo**. Dik-diks are one of the smallest antelope species, weighing between 6 to 11 pounds and reaching heights of 18 inches at the shoulder.

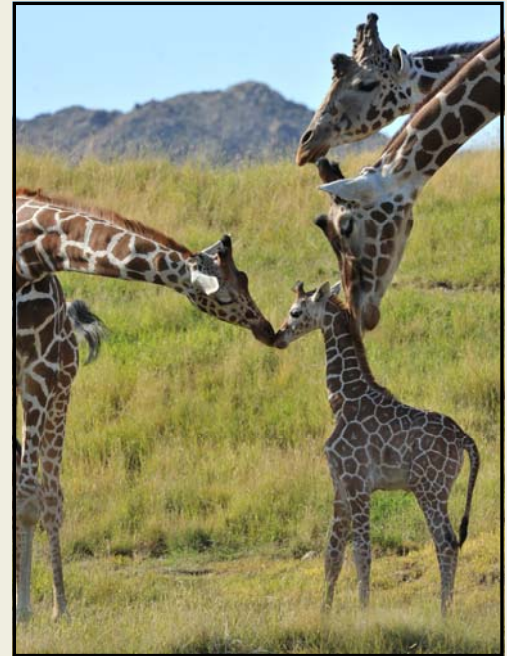


A polar bear matchmaking game has started. The **Detroit Zoo** added a Nuka, a male polar bear from the **Pittsburgh Zoo** to its collection. He will be courting Talina, a female bear. The Pittsburgh Zoo received a Kobe, a female polar bear from the **Reid Park Zoo**. He who will be paired with Koda. Reid Park Zoo is scheduled to get a new bear in January.

The **Buffalo Museum of Science** recently introduced two new family members. Meet Seymour, a 12-foot tall Mastodon and his yet-to-be-named 26-foot-long Albertosaurus friend. These permanent installations were made possible through a



The Los Angeles Zoo recently opened the Tom Mankiewicz Conservation Carousel. It features 66 artisan-crafted figures as diverse as a komodo dragon, poison dart frog, Sumatran tiger, a dung beetle chariot and even a skunk, a night visitor to the zoo. The stunning wooden carousel was named for the chairman of GLAZA's board from 2002 – 2010.



A reticulated giraffe calf was recently born at The Living Desert. With this birth, the giraffe population at the facility now consists of two males and three females.

generous gift from a Buffalo native. Mastodons are relatives to elephants, and the extinct mammoth lived three million to nine thousand years ago. In addition to Seymour, the museum has a number of Mastodon remains in its collection, which have been excavated by museum staff, researchers and volunteers over 29 years at its Ice Age dig site in Byron, New York.

The December issue of *National Geographic Magazine*, contains a five-panel pullout poster featuring stunning photos of eight of the world's big cats, seven of which are from the **Houston Zoo**. The images were captured in stunning detail by National Geographic photographer Vincent J. Musi. The poster illustrates an essay, "Politics Is Killing the Big Cats," by world-renowned field biologist George B. Schaller. Cats featured include a male African lion, clouded leopard, jaguar, cougar, leopard, cheetah and Malayan tiger.