

Experience the Power of Partnership

ZOOS, AQUARIUMS + IAAPA

Operating a successful zoo and aquarium not only requires you to offer the best in animal care and education, but also to utilize the most innovative and cost-effective business operations and guest services. IAAPA is your connection to the business world, granting you access to the latest trends, tips, and techniques to take your facility to the next level.

Join IAAPA today for access to these members-only resources:

partnership**PLUS**

The Partnership Plus program includes webinars, **FUNWORLD** collections, tip sheets, and more. Many of these resources are FREE and designed to provide you with the resources you need to grow your business.

FUNWORLD MAGAZINE AND NEWS FLASH

Each month, **FUNWORLD** magazine features articles that focus on best practices for facility operations, including zoos and aquariums. Each issue is packed with information that you can put to use in your own facility. The daily **News Flash** e-mail provides you with innovative ideas in other markets, new development projects, and industry trends that can impact your personal career and the success of your facility.

CERTIFICATION

IAAPA Certification is designed to elevate the professional standards of the attractions industry. The program offers attractions professionals like yourself the opportunity to further your knowledge of all aspects of the industry — and, in turn, advance your career and business.



Every year, IAAPA's Zoo and Aquarium Committee hosts Zoo and Aquarium Day at the annual conference and trade show. Renowned experts in the industry lead sessions on a variety of topics and provide you with exposure to all the attractions industry has to offer. You'll gain a business and operations edge, translating into greater revenue. IAAPA also provides outstanding networking opportunities with professionals from the leading zoos and aquariums around the world.

To join IAAPA and for a complete list of benefits, visit www.IAAPA.org.

“Our membership in IAAPA is vital to our park's and our company's ongoing success.

Key membership components, such as government relations and continuous communication, offer us the opportunity to protect our industry as well as create growth and momentum both internally and with our industry. Personally, my more than 20-year association with IAAPA has made me a stronger leader through educational programs and networking opportunities. The opportunities for sharing of best practices continue to strengthen our ability to provide a fun and safe environment for our employees and our guests. I am proud to be recognized as a member of IAAPA.”

DAN DECKER

Executive Vice President & General Manager
SeaWorld San Antonio, Texas
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