



## MONTHLY ACTIVITY REPORT (Summary)

**To:** AArk stakeholders  
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**Sub:** AArk monthly activity report for March 2007  
**Date:** 1 April 2007

*Note: these reports document efforts that are underway; people seeking additional information should contact [kcz](mailto:kcz).*

### General updates from the amphibian community

- AArk Steering Committee is still seeking Executive Director (see announcement in [Froglog](#)).
- CBSG carbon offset funds are now going to [Fundacion Jocotoco's](#) reserves in Ecuador, known for their rich amphibian fauna.
- AZA hired a dedicated amphibian coordinator for their regional response.

### CURRENT

#### AArk Coordination

- Jeff Bonner (CBSG Steering Committee member, WAZA Council member, board member of AZA, past chair of the International Species Information System, Director of the St. Louis Zoo, and lover of amphibians!) replaces Bob Lacy as the CBSG representative on the AArk Executive Committee.

- Kevin Z is working on articles geared toward other specific communities to increase capacity and participation.

#### Taxon Survival Efforts (compiled by AArk staff)

- The Zoological Society of London donated 50% of herp curator Richard Gibson's time to fill the other half of AArk Taxon Officer position, complementing ARAZPA's Kevin Johnson who was hired part-time last month. Both officially start in April.
- Bob Lacy, CBSG chair is in discussions with colleagues in the population management community about the needs to provide guidance to the AArk on breeding programs, develop better protocols for managing programs for highly fecund species, and deal with unintentional or desired selection.

- Kevin Z is in discussion with Nate at ISIS and some US private sector folks about how the private sector can join ISIS and share data.

#### Training & Other Capacity Building

- Everyone is looking for "creative solutions" to fill the last AArk vacancy - Training Officer.
- Kevin Z is helping organize AZA's 2007 Amphibian Biology & Management course, new instructors, monographs, etc.; interest is high enough to possibly warrant a second 2007 course (September?).
- WAZA is planning joint effort with VDZ/DGHT (Verband Deutscher Zoodirektoren and Deutsche Gesellschaft für Herpetologie und Terrarienkunde) to hold amphibian management course in Germany this summer. EAZA is planning a similar training course, date and venue to be determined.

### Communications/Development

- **New AArk Logo.** One of the main achievements for this month is our new logo made by a designer/architect from Colombia, [German Romero](#).

- **AArk web page.** We have been working full speed towards designing a web page that can meet the need to better inform the general public about AArk. In the February report we announced that AArk website visits jumped from ~50 hits/day to ~3000/day after the Steering Committee meeting in Atlanta. We are also getting e-mail queries from several sources; therefore a nice, well organized and informative web page is one of our priorities. We have already posted on the web a draft of the new page now being revised by AArk Executive Committee and AArk Officers [www.amphibianark.org](http://www.amphibianark.org). We have received four offers for free web design from people very enthusiastic about conserving amphibians.

- **AArk Global Amphibian Campaign.** The 2008 Year of the Frog Campaign (2008 YOTF Campaign) is a reality. The preparatory meeting scheduled for March 13-14 at Chester, U.K, was postponed due to difficulties to get everyone's agenda agreed. It has now been re-scheduled for April 26-27 at Rotterdam (The Netherlands). The meeting will take place together with the EAZA Conservation Campaign meeting. It is an excellent opportunity for AArk to learn from EAZA's experience. Jörg Junhold, WAZA Marketing Committee Chairman, will coordinate the 2008 YOTF campaign at the global level. Being a preparatory meeting, we expect to gather mainly communications and fund-raising experts at this time to help with campaign planning. Lisette, Kevin and Onnie have been preparing a draft of the Campaign Info-Pack to have ready for discussion at Rotterdam. A Graphic Designer from Tennessee, Kimberly Hansing volunteered to design a logo for the campaign, she will have some samples ready by mid April. Also, Regional Associations are currently asking members to pledge their support for the 2008 Year of the Frog public awareness campaign; EAZA and ALPZA have already released their sign-up forms, AZA will be discussing at the Denver AZA board meeting, Chris West will be circulating forms for ARAZPA.

- **International Zoo Yearbook.** AArk was invited by Managing Editor, Fiona Fiskin, of the International Zoo Yearbook to write an article on Amphibian Ark and the 2008 Year of the Frog Campaign. Lisette and Kevin will work on this. It will be published in Section 1: Amphibian Conservation. (Vol 42).

- **Field Trip Earth website.** An invitation was received to feature the Amphibian Ark on this conservation education web site. It has an audience of children from K-12 classrooms from all fifty states in the United States and 130 countries world-wide.

#### Other communication activities

- AArk folk talking to AZA folk about joint workshop at Annual Conference September to announce Year of the Frog Campaign to AZA community.
- Kevin Z working with USFWS Jeff Flocken about using Emerging Wildlife Conservation Leaders to assist with Year of the Frog campaign development.