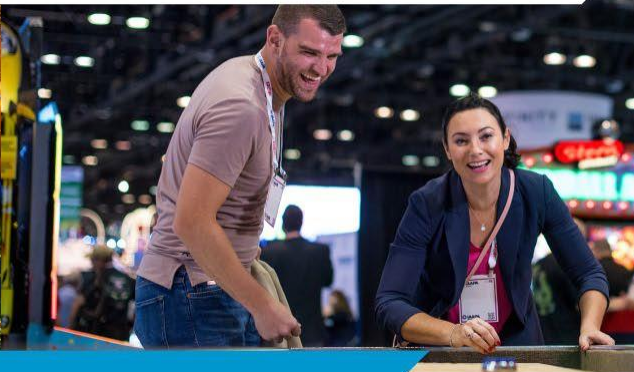
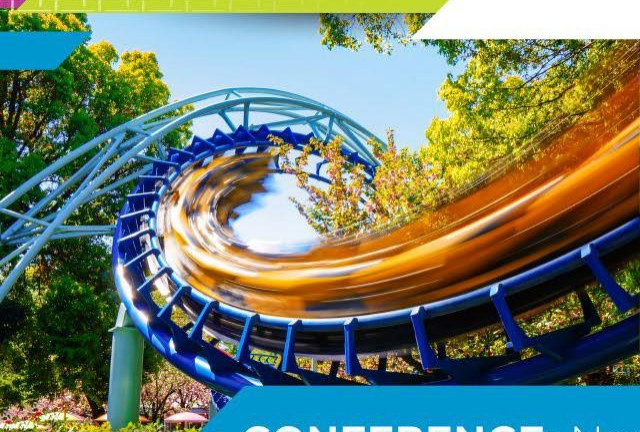




IAAPA®
EXPO



CONFERENCE: Nov. 15-18, 2021
TRADE SHOW: Nov. 16-19, 2021

IAAPA.org/IAAPAE expo



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A Big Brand Means Big Responsibility: Living Up to Today's Consumer Expectations

Evan Barniskis, Mote Marine Laboratory & Aquarium

Jennifer Lemmer Posey, The Ringling

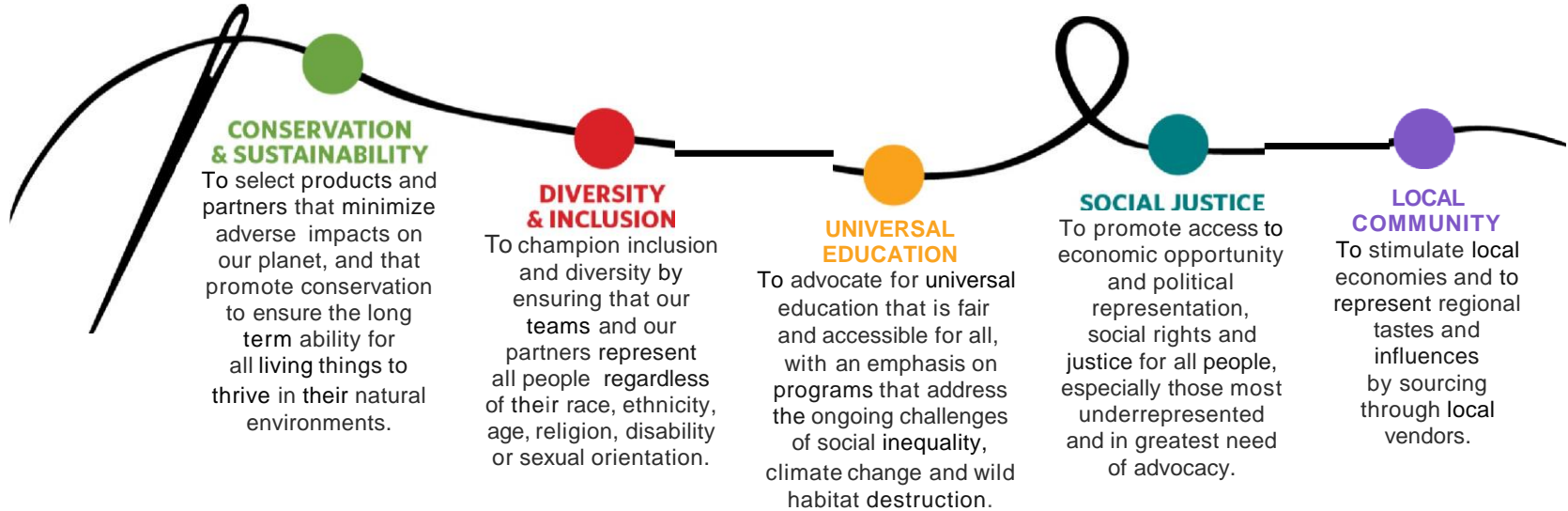
Elaine St. George, The Hershey Company

Moderator: Jessica Van Dyke, Event Network



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ALL LIVES ON EARTH SHARE A COMMON THREAD.



OUR COMMITMENT ... CURATED FOR PURPOSE, ON PURPOSE.

Museums seen as highly credible

- This perception of credibility - that cultural organizations are reliable sources of information - has increased since the onset of the pandemic.
- Trusted at higher levels than newspapers, state and federal agencies, and non-government organizations.
- The public does not view museums, zoos, aquariums, as having a political agenda.
- The public believes museums, zoos, aquariums, etc., should recommend actions and/or behaviors in support of their causes and missions.

Source: [IMPACTS](#) data from [2017](#), [2019](#), [2020](#).



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Panelists



Evan Barniskis

*Assoc. Vice President
for Mote Aquarium*



Jennifer Lemmer Posey

*Tibbals Curator of Circus
John and Mable Ringling
Museum of Art*



Elaine St. George

*Director, Global Retail
Experience
The Hershey Company*

Sustainability – consumer trends

- 92% of consumers are trying to live more sustainably, but 54% think they could be doing more
- 92% say sustainable business practices should now be standard
- 90% say that companies/brands have a responsibility to take care of the planet and its people
- 91% think companies/brands that pollute the environment should be fined
- 86% agree that companies/brands that continue to deplete finite resources are stealing from the future

Source: The New Sustainability: Regeneration” report, October 2018 <https://www.wundermanthompson.com/insight/new-trend-report-the-new-sustainability-regeneration>



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Addressing Sustainability, and Conservation Education



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Evan Barniskis

*Associate Vice
President for Mote
Aquarium*

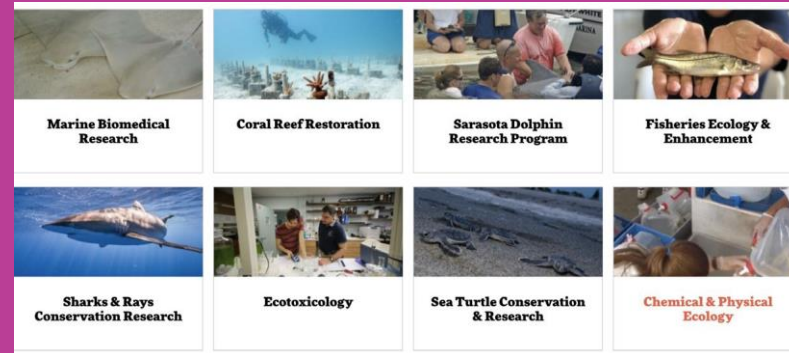




DR. EUGENIE CLARK - THE SHARK LADY



RESEARCH AND CONSERVATION AT MOTE



CORAL RESEARCH AND CONSERVATION



SEA TURTLE RESEARCH AND CONSERVATION



MANATEE RESEARCH AND CONSERVATION



ENTERTAIN, EDUCATE, AND INSPIRE



COMMUNICATION AND REPRESENTATION



MOTE MARINE LABORATORY & AQUARIUM SCIENCE CAFÉ

One topic. 3 experts.
Science with atmosphere.

MOTE SCIENCE CAFÉ
**A FARMER, A CHEF & A SCIENTIST
WALK INTO A BAR**

Join us for this free public talk that will be geared around sustainable seafood, from research to farm to table. Guest speakers for this event will be Dr. Nicole Rhody, Mote Marine Laboratory Aquaculture Scientist, Chef Steve Phelps, Head Chef and Owner of Indigenous and Florida Aquaculture Farmer Megan Sorby. Beverages and locally brewed beer will be available for purchase, as well as a Funky Fusion food truck present on site. We can't wait to "sea" you there!

When: Monday, April 22, 2019, 6-7:30 p.m.
Seating begins at 5:30 p.m. (first come, first served)

Where: Calusa Brewing | 5701 Derek Ave, Sarasota, Florida 34233

Cost: FREE


Visit MOTE.ORG/EVENTS for more details.

MOTE MARINE LABORATORY 1600 Ken Thompson Pkwy • Sarasota, FL 34236 • (941) 388-4441 MOTE.ORG

The Association of Zoos and Aquariums celebrates

Women in Conservation

Panelist: Amanda (Hodo) Felix, Aquarium Biologist III at Mote Marine Laboratory and Aquarium



Amanda began her career in aquarium husbandry with internships at Mote Aquarium and the Shedd Aquarium, and has worked at Mote since December 2014. She helped design and now oversees Mote's Aquarium Conservation Laboratory, breeding fish and invertebrate species and sharing those offspring with other zoos and aquariums. Amanda was one of the four winners of the Association of Zoos and Aquariums' nationwide video contest in 2018, and was featured in AZA's national campaign that aired February 2019.

#WomenOfAZA

ASSOCIATION OF ZOOS & AQUARIUMS

THE GOOD, THE SAD, AND THE SNUGGLY



SUSTAINABILITY INITIATIVES



When you bring your own bags in to shop at Lucky's Market, you can donate a wooden dime to our nonprofit, and then Lucky's will double your donation at the end of the quarter!

IT'S AS EASY AS...

1. Shop at Lucky's Market from **August 18th** through **November 9th**
2. Bring your reusable bag.
3. Drop your wooden dime in the slot with our name on it.

Lucky's Market

FOOD AND BEVERAGE PARTNERSHIPS



RETAIL PARTNERSHIPS





OceansforAll

IMPROVING ACCESS TO MARINE SCIENCE & TECHNOLOGY

MOTEOCEANSFORALL.ORG



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Addressing Diversity, Equity, Inclusion and Accessibility



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Diversity, Equity, Inclusion, Accessibility – business case

\$12tn

in additional GDP
if **gender gap** is
narrowed by 2025

\$2bn

in potential revenue
if **financial
inclusion** efforts
broaden services for
black Americans

160m

women
may need to
change jobs
through 2030 due
to automation

Source: <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-wins-how-inclusion-matters>

May 2020



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DEIA = success, profits

2019 analysis finds that companies in the top quartile for **gender diversity** and **ethnic diversity** on executive teams were **25% and 36%**, respectively, **more likely to have above-average profitability** than companies in the fourth quartile.

Source: <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-wins-how-inclusion-matters>



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Jennifer Lemmer Posey

*Tibbals Curator of Circus
John and Mable Ringling
Museum of Art*

The Ringling

INCLUSION, INSPIRATION, EXCELLENCE



Building Community DEIA at The Ringling



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OUR PLAN

PLATFORMS:

Inclusion
Inspiration
Excellence



"Every family has their special place. A place where adventures are embarked upon and priceless memories are made to be stored in the banks of our hearts forever. Ringling is our special family place."

— Cynthia Garcia
The Ringling WEB Family Member

MISSION

The Ringling serves as the legacy of John and Mable Ringling—a place of art, architecture, and circus in an environment that inspires, educates, and entertains.

VISION

The Ringling is an extraordinary center of art and culture that engages the local, state, and global communities and is accessible to and inclusive of all.

INCLUSION

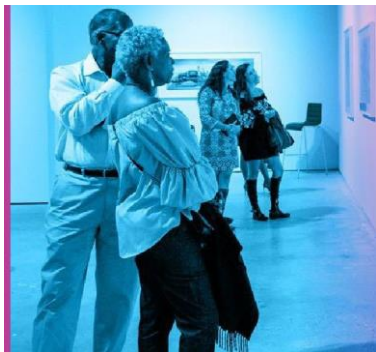
Be Accessible and Inclusive of All

INSPIRATION

Be a Forum for Creative Ideas

EXCELLENCE

Broaden Our Impact



RETURN AFTER 5



FREE ADMISSION
FOR EBT & WIC CARD HOLDERS



WHERE EVERYONE BELONGS



The Ringling Where Everyone Belongs (WEB) program is an outreach program that works to engage low income and underrepresented families in our community by bringing museum experiences and art-making opportunities to them. WEB connects the museum to our community through our partnerships with non-profit organizations and participation in local events.



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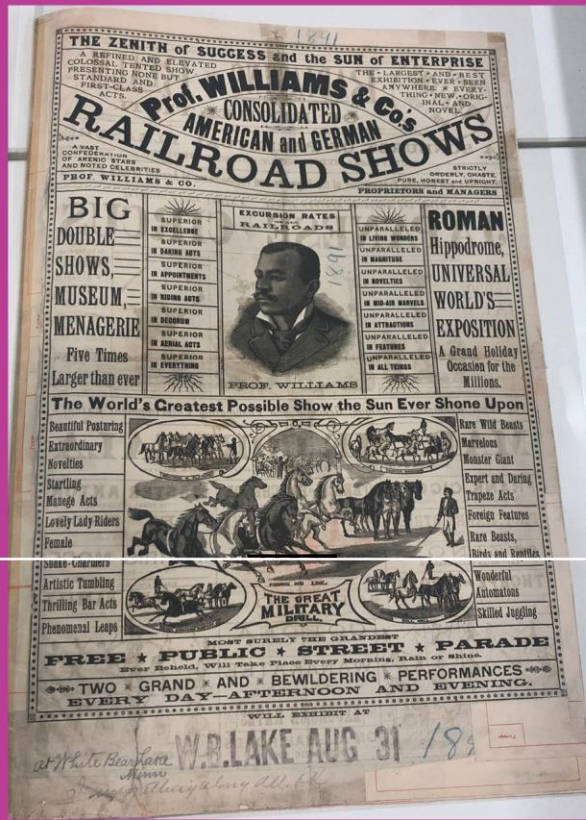




BEING SEEN

Recent Acquisitions
from The Ringling
Photography Collection





Vari(A)bilities V

EXHIBITING HUMANITY
INHABITING THE BODY

JUNE 10-12

HOSTED ON ZOOM

BLACK LIVES MATTER

Photos from The Ringling's post
in Timeline Photos



Like This Page · June 3, 2020 ·

The Ringling stands against police brutality and institutional and structural racism. Black lives matter.

We stand for those who can't: George Floyd, Atimad Arbery, Breanna Taylor, Tony McDade, and countless more Black lives that have been lost.

Museums have historically excluded people of color. We recognize our failures, and we are working to be inclusive of people of color in our community and beyond. We are actively learning and listening.

We believe that museums, and The Ringling, must be a space for healing and civic discourse, which includes the discussion of our nation's history of racism and racial violence. We have a moral obligation for our institution to include the perspectives of all people, as expressed through human creativity and innovation.

Jeff Kuepper, Carol Croley Rose, Odalis Hoffman and 257 others like this [Most Relevant ...](#)

41 Shares

40 Comments



Mark Bond ALL LIVES MATTER

1y



Rachael Winzeler Thank you! Yes!

1y



Anthony Joseph So you don't care about other races? Oh, and to bad people didn't get this upset over the 5 year old who was chucked off the 3rd story in the man Or how about the white woman who was shot by a black cop last month. But alas, they are white, and like you say, black lives matter...no others

1y

STOP
ANTI-ASIAN
HATE



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Addressing Safety and New Safety Expectations



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Safety is a top motivator for visiting cultural attractions...

Guests want to know:

What MEASURES are you taking to keep them safe?

What is EXPECTED OF THEM — policies regarding face coverings, maintaining social distances, temperature screenings at entry, etc.

Source: Voice of the Visitor 2021, PGAV Destinations and H2R Market Research



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Elaine St. George
*Director, Global Retail
Experience*
The Hershey Company





Investing in Safety



Disinfect Countertops TAP TO SIGN

Incomplete

Disinfect Beverage Cooler Doors TAP TO SIGN

Incomplete

Disinfect Deli Backup doors TAP TO SIGN

Incomplete

Disinfect Bread Display Doors TAP TO SIGN

Incomplete

Disinfect Register

Submit Items

SELECT A DAY FOR: FREE TIMED ENTRY PASS

December 2021

Availability on Friday, December 24
TICKETS STILL AVAILABLE!

Select time

Admission Time
9:00 AM - 9:15 AM

Admission Time
9:15 AM - 9:30 AM

Admission Time
9:30 AM - 9:45 AM

Admission Time
9:45 AM - 10:00 AM

Admission Time
10:00 AM - 10:15 AM

Available Unavailable Selected



Hershey's Chocolate World

Hour	Wed 12 AM	Wed 1 AM	Wed 2 AM	Wed 3 AM	Wed 4 AM	Wed 5 AM	Wed 6 AM	Wed 7 AM	Wed 8 AM	Wed 9 AM	Wed 10 AM	Wed 11 AM	Wed 12 PM	Wed 1 PM
Weather Condition	Rain	Rain	Rain	Rain	Rain	Rain	Rain	Rain	Rain	Rain	Rain	Rain	Rain	Rain
Weather	Possible	Likely	Likely	Likely	Likely	Likely	Likely	Likely	Likely	Likely	Likely	Likely	Likely	Likely
Temperature (°F)	72	72	71	71	71	70	70	69	69	69	68	68	68	68
Wind Chill (°F)	72	72	71	71	71	70	70	69	69	69	68	68	68	68
Wind Direction	W	WSW	W	W	NE	E	ENE	ENE	ENE	NE	NE	NE	NE	NE
Wind Speed (mph)	3	3	3	LV	3	3	3	4	5	6	7	7	8	8
Wind Gusts (mph)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Station Chance (%)	33	64	80	80	80	80	80	80	80	80	80	80	80	80
Precipitation Type	Rain	Rain	Rain	Rain	Rain	Rain	Rain	Rain	Rain	Rain	Rain	Rain	Rain	Rain
Precip Amount (in.)	0.03	0.06	0.08	0.11	0.11	0.11	0.22	0.23	0.23	0.31	0.31	0.31	0.15	0.15

Arrival Brand Storytelling



Internal Guest Experience



Culture of Safety





Questions?

- Evan Barniskis - evan@mote.org
- Jennifer Lemmer Posey - jennifer.lemmerposey@ringling.org
- Elaine St. George - ejstgeorge@hersheys.com
- Jessica Van Dyke - Jessica.VanDyke@eventnetwork.com

Thank you!