

ZAA is a non-profit, membership-based accrediting organization dedicated to responsible wildlife management, conservation and education. Our organization, which was formed in 2005 as a union between the United Zoological Association and International Society of Zooculturists, upholds the highest level of professional standards in animal welfare, safety and ethics.



ZAA is inclusive when it comes to caring for animals and consists of a wide range of members and accredited facilities that include publicly and privately funded facilities, and nonprofit organizations. All contribute to global wildlife conservation education and conduct programming designed to help the public connect with

wildlife and understand the vital importance of preserving it. Ultimately, ZAA strives to advocate proactively for our members, animals, visitors, and industry; educate through professional development and community outreach; and conserve by promoting conservation and awareness of all wild things.

## WHAT IS THE ZOOLOGICAL ASSOCIATION OF AMERICA (ZAA)?



Sixty of ZAA's 61 accredited facilities are located in the U.S. across 27 states

ZAA-accredited facilities collectively attract 15 million visitors per year and reach 8 million students through education programming

ZAA-accredited facilities have a combined annual budget of \$150 million, with \$4 million directly supporting conservation programs worldwide

ZAA serves as a voice for its members on policy matters concerning animal care and management, and our leadership team is positioned to provide expert opinions on such issues.



**Kelly George, Ph.D.,**  
*Executive Director of ZAA*

Prior to stepping into this role in 2023, she was a faculty member with the Ohio State University's Department of Animal Sciences. Dr. George is also a founding partner of the KUZO Group, a firm that provides animal-welfare, behavior and training consultation services to zoological facilities; a member of the Wendy's Animal Welfare Council; a member of the Managerial Advisory Board for Worth Wild Africa, a conservation nonprofit organization; and the chair of ZAA's Animal Welfare Committee. Through her research, Dr. George has explored the human-animal relationship with a focus on welfare and behavior.



**Betsey Brewer Bethel,**  
*Board Chair of ZAA*

Betsey is the Vice President of Southwick's Zoo and the CEO of Earth Ltd, a 501(c)(3) non-profit located at Southwick's Zoo. She is deeply committed to animal welfare, wildlife conservation, and environmental education. With over 37 years of experience, Betsey has demonstrated unwavering dedication in her various roles at Southwick's Zoo. Throughout her career, she has established and led numerous programs and initiatives, including Earth Ltd, a 501(c)(3) non-profit located at Southwick's Zoo, showcasing her commitment to making a meaningful impact. As a family owner and Director, Betsey has expanded and transformed Southwick's Zoo's conservation, education, and research programs. She holds a B.A. from Wheaton College and an M.A. in Wildlife Conservation from Norwich University.