



TRANSFORMING POO INTO PROFIT



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2015 Annual Conference



Join us to celebrate the [International Year of Soils](#).

WORC's Annual Conference draws professionals from the US and Canada to learn and share cutting edge technology, challenges, and sustainable solutions in organics recycling, processing, markets, regulation and education.

[Sign Up to Exhibit or be a Sponsor at WORC's Annual](#)

Wenatchee Convention Center
121 North Wenatchee Avenue
Wenatchee, WA 98801

Coast Wenatchee Center Hotel
201 N Wenatchee Ave.
Wenatchee, WA 98801

Quick Links

[Calendar](#)

[Newsletter Submission Form](#)

Upcoming Events

[NBMA 28th Annual BioFest](#)

Sun Sep 20, 2015 9:00 AM - Tue
Sep 22, 2015 5:00 PM

[Compost Facility Operator
Training](#)

Mon Oct 19, 2015 8:00 AM - Fri
Oct 23, 2015 6:00 PM

[WORC 2015 Annual Conference](#)

Tue Nov 17, 2015 8:00 AM - Wed
Nov 18, 2015 6:00 PM

[Full Event List](#)

PREVIEW



WORK OF THE ZOO

WHAT PROFIT LOOKS LIKE

SALES

PROMOTION

PRODUCTS

STORY AND VALUES

ALL ABOUT THE STORY



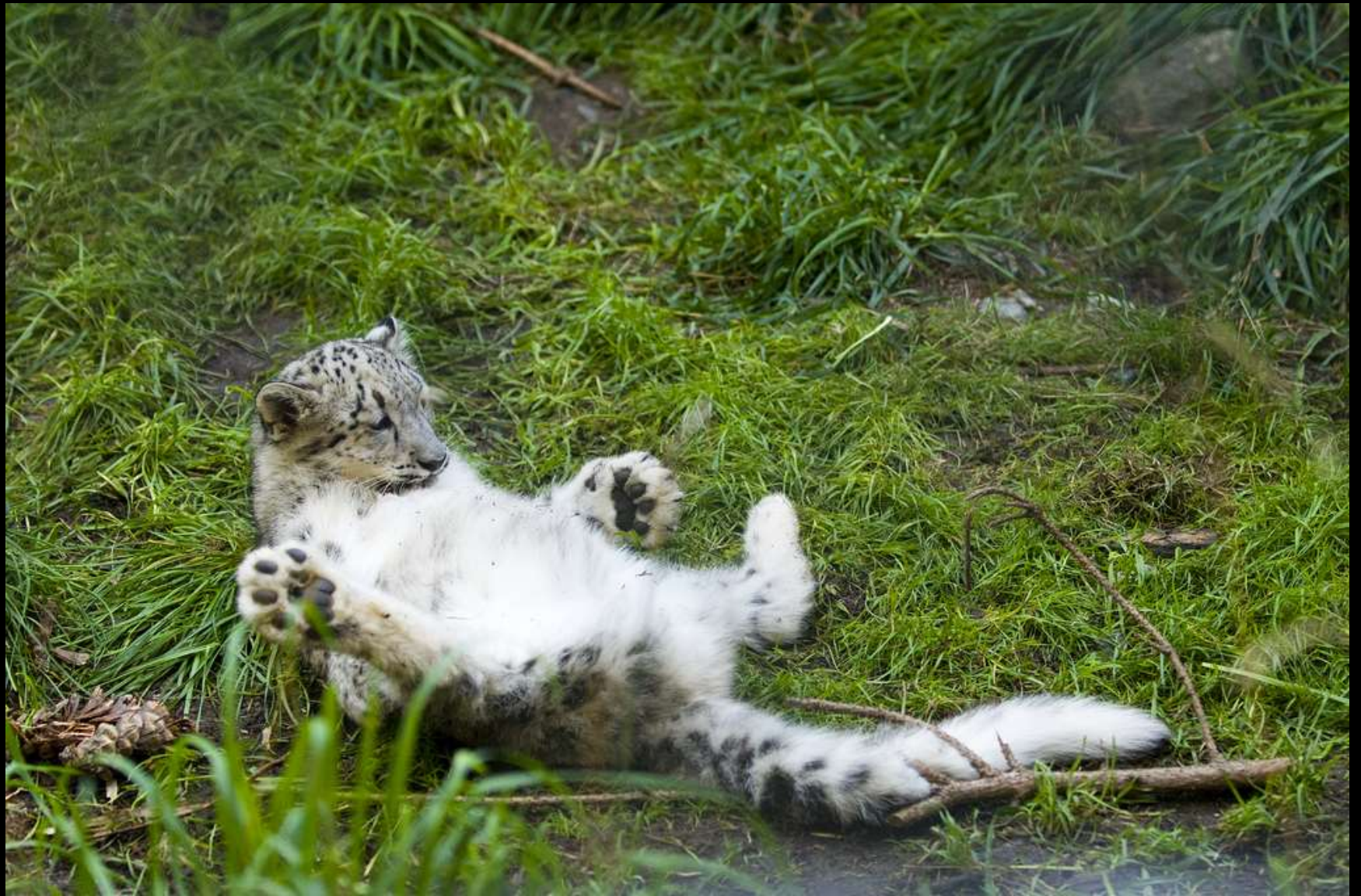




THE WORK OF THE ZOO



Woodland Park Zoo saves animals and their habitats through conservation leadership and engaging experiences, inspiring people to learn, care and act.







THE WORK OF THE ZOO IS CONSERVATION

Conservation



Zoo-based animal breeding

Education

Field conservation

Sustainability

Field Conservation

Work takes place
directly in nature

Over \$1 million
annual investment

Shared with Partners



Tree Kangaroo Conservation Program

YUS Conservation Area

Yopno, Uruwa & Som Watersheds



A landscape scale conservation project to sustain both ecological & human systems.





THE WORK OF THE ZOO IS
PEOPLE

Sustainability at the Woodland Park Zoo



Carbon reduction

Water reduction

Waste reduction

Engagement



CONSERVATION IS ABOUT SUSTANABILITY



TRANSFORMING POOO INTO PROFIT



Poo Profits

Income

Savings

Public Relations

Conservation

Sustainability





ZOO DOO SAVES ANIMALS AND
THEIR HABITATES.



TRANSFORMING POOO INTO PRODUCTS

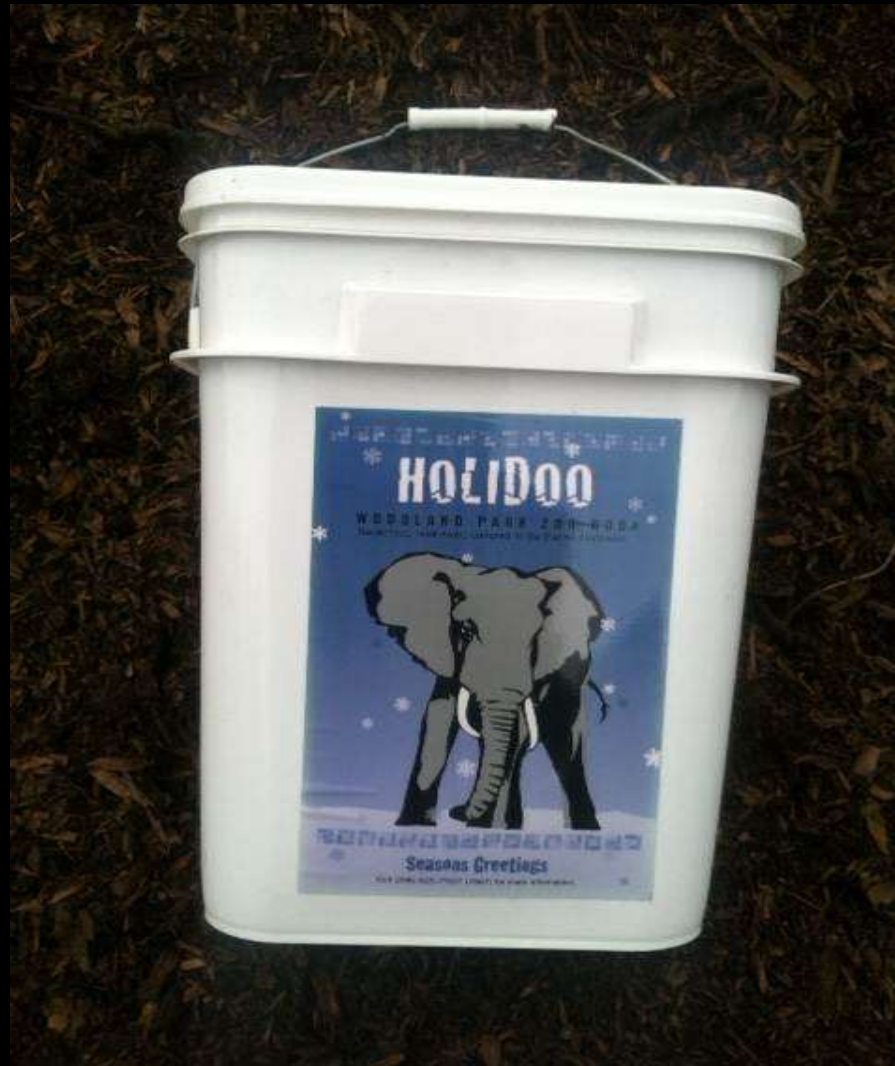


P00 SALES

Container Sales



Container Sales



Container Sales



Placement



Bulk Sales





PROMOTION

Promotion



- Annual Events
- Donations
- Volunteers
- Appearances
- Demonstration Garden
- Word of Mouth
- Public Presentations
- Facility Tours





POO PRODUCTS

Products

Zoo Doo



Products

Zoo Doo



Bedspread



Products

Zoo Doo



Bedspread



Story



Story of compost





POO IS A TREASURED RESOURCE
NOT TO BE WASTED

What is the story of biosolids?



DOGGY POO



"Doggy Poo" ©2003 Itasca Studio, Inc. All rights reserved.

Products

Zoo Doo



Bedspread



Story



Value



<http://www.youtube.com/watch?v=SVGirs2K2ow>

- WHAT WAS THE PRODUCT?
- WHAT WERE THE VALUES ASSOCIATED WITH THE PRODUCT?

VALUES



Fun

Exotic

Luck

Quality

Beauty

Support Zoo

Experience





DANGER
Stay off railing



STORY AND ASSOCIATION MAKE
FACTS COMPELLING.

What are the positive values associated with biosolids?







CLEAR CHANNEL



@JUJUROYALBRAND



JULIAN MARLEY JUJU ROYAL ULTRA PREMIUM CANNABIS





POO IS A TREASURED RESOURCE
NOT TO BE WASTED.

THE WORK OF BIOSOLIDS IS
PEOPLE.

STORY AND ASSOCIATION MAKE
FACTS COMPELLING.

THE WORK OF BIOSOLIDS IS
CONSERVATION AND
SUSTAINIBILITY.



QUESTIONS



Transforming Poo into
Profit

**MORE WONDER.
MORE WILD.**



MORE POO
MORE PROFIT





