

## FOR IMMEDIATE RELEASE

**Contact: Kari Parker**  
**Marketing Manager**  
**Binder Park Zoo**  
**Phone (269) 979-1351 Ext.154**  
**Email [kparker@binderparkzoo.org](mailto:kparker@binderparkzoo.org)**

### **Binder Park Zoo CEO A Key Player In Worldwide Conservation Information Organization**

**BATTLE CREEK MI, September 14, 2006** – At its annual meeting in Leipzig, Germany last week, The International Species Information System (ISIS), an organization focused on the development of worldwide communication and support of conservation and animal management information, appointed Binder Park Zoo CEO, Greg Geise as board Vice Chair. The board of ISIS represents the international scope of the organization with other representatives from Germany, Belgium, Costa Rica, France, Australia, Sweden, The Netherlands, South Africa, Columbia, Japan, and the USA.

Taking on the role as Vice Chair for the ISIS board is a task Geise has been adequately prepared for and one where he anticipates helping to put into operation the first ever international, real-time, Zoological Information Management System (ZIMS).

“ZIMS will significantly change our ability to manage animals worldwide and support and expedite the hundreds of conservation programs in which zoos are involved,” Geise said. “Conserving nature is not something that each individual zoo can accomplish alone,” confirms Geise. “It’s a process that everyone must be involved in, which is why Binder Park Zoo has representation in multiple conservation organizations around the world. Being a leader in conservation means we need to continue to look at what is beyond our front door and take part in the larger global initiatives.”

Developed in 1974, ISIS began as idea proposed to help zoos around the world communicate to improve efforts in animal conservation. These goals were realized when ISIS became a centralized repository containing biological and historical information for over 1.65 million zoological animals held in 586 institutions in 72 countries. Today, this worldwide communication system is undergoing an extensive transformation in technology, one that will advance communication into the next generation. This next step, ZIMS, is called by some, the most advanced communication system in the world.

Currently ISIS has numerous programs available for zoos to aide in communication and record keeping. The technological advancement of ZIMS will take the place of all current ISIS programs now available for data management allowing for information to be distributed worldwide concerning issues such as disease tracking and management, animal genetics and pedigrees, wild status and behavior, herd management, and many more.

For years health care facilities have been working on a similar Nationwide Health Information Network (NHIN), which is scheduled for implementation in 2014. The first test rollouts of ZIMS are now taking place. It is expected that it will take at least five years to connect worldwide.

For more information please refer questions to Binder Park Zoo at (269) 979-1351. More detailed information on The International Species Information System (ISIS) can be obtained at [www.isis.org](http://www.isis.org).