



**Director for a Day  
Ben's Mossman's "Executive" Schedule  
Monday, November 14, 2005**

**9:00 a.m. Ben arrives at Zoo and meets with Satch Krantz, the Zoo's "former" director**  
Satch hands over his walkie-talkie and let's Ben get comfy at Satch's desk. Ben asks Satch about the highs and lows of zoo management.

**9:40 a.m. Ben meets with Chris Gentile, director of conservation education**  
Chris is working with the public relations department on some taped educational segments that'll air on television in the next few weeks. Chris thinks the segments will probably need a quote or two courtesy of Ben.

**10:00 a.m. Morning walk-thru of Zoo with director of guest services, Kevin Eubanks**  
Ben points out trouble areas that need to be addressed and suggests areas for improvement. Riverbanks Botanical Garden's curator of horticulture, Andy Cabe, meets up with them to talk about some plans he has for the Zoo grounds.

**10:30 a.m. Scheduling with human resources**  
Ben is briefed by Riverbanks' human resources director Kim Benson and needs to put a few dates on his calendar. Kim's planning on interviewing some potential new zoo keepers and also wants to make sure Ben intends to speak at next month's "Wild About Riverbanks" program, Riverbanks Zoo and Garden's one-day training session to familiarize new employees with the park's history and mission.

**11:00 a.m. Even executive directors have to get their hands dirty**  
The marketing department is having an all-day work day to decorate for *Lights Before Christmas*. Ben lends a hand before lunch and gives special events manager, Dusty Broadway some advice on where to put the Zoo's new snow machines.

**12:00 p.m. Lunch at Kenya Café**  
Ben has a working lunch with director of marketing, Tommy Stringfellow and membership manager, Monique Jacobs. They fill Ben in on what it takes to build and keep the Zoo's faithful audience of nearly a million visitors a year.

**1:00 p.m. Ben swings by the art department**  
Dixie Allen, *Riverbanks Magazine's* art director, wants to include a kids' page in the January/February issue that'll arrive in Zoo members' mailboxes just after the first of the year. Ben and Dixie have some straight talk about what works and doesn't work when it comes to entertaining kids.

**1:30 p.m. Strategy session at the animal hospital**

Keith Benson, Riverbanks Zoo and Garden's senior veterinarian has scheduled a meeting with Ben to talk about the recent outbreaks of avian flu around the world and what special precautions Riverbanks is taking to be prepared for a possible American outbreak of the virus.

**2:00 p.m. Riverbanks' curator of mammals takes Ben behind the scenes**

John Davis is considering how Riverbanks will expand the elephant exhibit in the next two years. Before Ben can offer his advice, he'll need to take a look at the current elephant barn.

**2:45 p.m. Ben heads back to his office for a brief break**

He takes advantage of fifteen free minutes to catch up on e-mails and return some voicemails he's received throughout the day.

**3:00 p.m. The Zoo's assistant curator of birds asks Ben to head down to the Birdhouse**

There's a condensation problem in the penguin exhibit and Martin Vince thinks he knows just the thing to fix it. But it's going to mean Ben authorizing the purchase of a new ventilation fan.

**3:30 p.m. Scott Pfaff, Riverbanks' curator of reptiles, bumps into Ben in Palmetto Plaza**

While he's thinking of it, Scott offers to show Ben some of the king cobras in the Aquarium and Reptile Complex. During his chat with Scott, Ben'll put in his two cents about which snake should go out on exhibit this week.

**4:00 p.m. Ben goes over the day's attendance figures**

George Davis, Riverbanks' director of finance, prints out the ticket tally for the day and together Ben and he compare attendance figures for comparable days in the last few years. Ben may have had a good day, but how'd the Zoo fare?

**4:15 p.m. Ben hands off the walkie-talkie to Satch**

Ben and Satch compare notes and make a "to do" list of projects Satch needs to focus on tomorrow.