

AN INTERVIEW WITH DR. DANIEL ALLEN, AUTHOR OF *OTTER* BY DIANE TOMECEK

Our readers will recall that we announced the publication of the book, *Otter*, by Dr. Daniel Allen in the Fall-Winter 2010 edition of *The Journal*. The book explores the interactions between human and otter that have existed for many centuries. Otter hunting for commercial gain and for sport are examined in detail and with historical accuracy. There is also a thorough discussion of the otter presence in human folklore and literature. Allen details many of the well known human-otter stories including Gavin Maxwell's *Ring of Bright Water* and Henry Williamson's *Tarka the Otter*, as well as some potentially less known stories like *Moses, my Otter* by Frances Pitt. The book's final two chapters explore otters in movies and on television, and the importance of protecting otters.

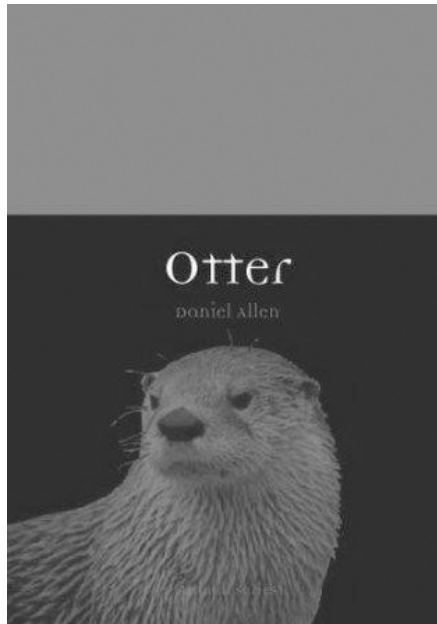


Photo courtesy Reaktion Books Ltd.

Throughout the book, Dr. Allen weaves a web of the human-otter connection that exists and the importance that connection has on humans as well as otters. We are grateful to him for granting us an interview.

Q: "Tell us about your background and how your interest in otters developed."

A: "The otter has been a special animal to me ever since early childhood. It started when I watched *Tarka the Otter* for the very first time. Six years old, anticipating a lovely tale about a cute and fluffy animal, I entered a strange world of dogs chasing otters, hunting horns, colorful clothes, violence, death and sadness. With this eye-opening, even traumatic event, the natural world became that little bit more real, and the brave otter established its status as my favorite animal. In adult life, this enthusiasm continued. My doctoral research explored the geographies of otter hunting in Britain, during which time my broader interest of otter species developed. I am now a member of the IUCN/SSC Otter Specialist Group, helping raise awareness for the species around the world."

Q: "*Otter* is quite the collection of photographs, illustrations and information. How long have you been at work on it?"

A: "The writing process took about five months, and the illustration research, permissions and placements took about the same."

(Continued on page 4)

INSIDE THIS ISSUE—THESE ARTICLES AND MORE....



Photo © Sheri Horiszny

← **Traveling with Otters:
The Santa Barbara Zoo and their
Asian Small-clawed otters**
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An Industrial Oasis for Otters →
Story begins on Page 8



Photo © Kelly Davidson Chou

MESSAGE FROM THE PRESIDENT AND EDITOR

Welcome to the Spring-Summer 2011 issue of *The River Otter Journal*. We hope you enjoy this edition, which includes a wonderful article by Kelly Davidson Chou regarding an otter clan inhabiting Moorhead Marsh, CA; an interesting interview with *Otter* author Dr. Daniel Allen; a report on the accomplishments of the SORAC (Sea Otter Research and Conservation) program over the last four years and much more.

Our sincerest appreciation is given to David Berg for his years of service as the President of the ROA. He began this role in November 2006 and served until December 2010. He also began our website management in 2006 and continues to serve in that role. Thank you, David, for your dedication and service.

As the current President, I wanted to introduce myself to you. While I have been serving as the editor and layout designer of *The Journal* since early 2007, I wanted to tell you a bit more about my background. In 1993, I moved from Maryland to Colorado and spent the early part of my career working for the corporate world until I went to work for The Butterfly Pavilion (a non-profit butterfly and insect zoo in Westminster, Colorado) in their Marketing department. Since then, I've spent the better part of 12 years working for and dedicated to non-profit organizations, further developing my marketing, fund-development, donor database and donor management skills. Because of my years dedicated to non-

profits, I realize the exceptional importance of member and donor support. Of equal importance is the feedback and input received from those same members and donors.

Along that line, we are looking for your feedback and, to that end, we have developed a survey (included here on pages 10 and 11). Some of you have already completed the online version of the survey and for that, we thank you. As the ROA is at a crossroads, it is vital to receive feedback from our membership as well as industry affiliates. Please consider completing the survey and mailing it back to us. If you prefer to complete an online version, please follow the appropriate links given on Page 10.

Again, our thanks to those of you who have already completed the survey. Initial results indicate that providing educational information, articles and programs is viewed as having high importance. Respondents have also indicated they would like to see more natural history and personal story articles and photographs within *The Journal*. We encourage each of you to provide articles and photos for publication. Please send them to us at riverotteralliance@live.com. We need your involvement and contributions to make *The Journal* an interesting, dynamic publication for you!

The ROA wishes you a wonderful spring and a fun-filled summer. We hope you enjoy the Spring-Summer edition.



The River Otter Journal is a semi-annual publication of The River Otter Alliance.
Look for the next edition of ***The River Otter Journal*** in Fall-Winter 2011!

River Otter Alliance Mission

The River Otter Alliance promotes the survival of the North American river otter (*Lontra canadensis*) through education, research and habitat protection. We support current research and reintroduction programs, monitor abundance and distribution in the United States and educate the general public through our newsletter, *The River Otter Journal*, on the need to restore and sustain river otter populations.

Our goal is to be a center of communications among wildlife biologists, environmental organizations, fishermen and all interested parties on a national and international basis, in order to ensure the healthy future of the North American river otter. The River Otter Alliance is a tax-exempt, non-profit organization. All efforts to our organization are on a voluntary basis by those who share a common concern for the river otter and its habitat. We welcome any interested persons to volunteer their time at any level of the organization.

River Otter Alliance Board of Directors

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The River Otter Journal has been printed on recycled paper.

THE MONTEREY BAY AQUARIUM
SEA OTTER RESEARCH AND CONSERVATION PROGRAM (SORAC)
EXCERPTS FROM THE REPORT ISSUED JANUARY 1, 2011
(PERIOD BETWEEN AUGUST 2006—DECEMBER 2010)
 COURTESY OF,
THE MONTEREY BAY AQUARIUM AND SORAC

Editor's note: Due to the nature of this report and to alleviate confusion for our readers, first person grammatical references have been changed to third person. References to the SORAC program and team have been changed from *our team* to *the team*, we has been changed to *the program*, for example.

Program Milestones:

- In May 2010, the team helped rescue an emaciated young male sea otter from San Simeon. This animal was the 500th live-stranded animal received into the program since [work] began in 1984. As the only facility to care for California sea otters, the program continues to provide opportunities and challenges to advance the clinical medicine and surgery. Every animal admitted offers idiosyncrasies that help veterinarians learn about the manner in which this unique marine carnivore handles health and disease.
- Since 2006, the program has cared for more than 180 California sea otters. Of the 44 pups less than eight weeks old that [were] received during this period, the program reunited nine with their mothers in the wild, transferred six to homes in zoos and aquariums and reared 14 for release using surrogate "mothers." To date, the program has confirmed six births in the wild to animals reared in the surrogate program.



Photo © David Tomecek

Important Advances in Veterinary and Animal Care

- The program continues to advise and provide training for veterinarians from other zoos and aquariums in sea otter medicine and surgery. To date, veterinarians from Portugal, France, Hong Kong and throughout North America have participated.
- Minimally invasive surgical techniques, initially developed in the sea otter stranding program, have been used in field research settings. These procedures result in far less impact on the sea otter and shorten recovery time.
- The program developed a new, less invasive surgical approach and implantation site for VHF tracking radios. This new location is outside the body cavity and mitigates some of the problems caused by traditional abdominal implants.

Summary of Research and Findings

- The program collaborated on a study to understand the physiologic ramifications of washing oiled sea otters. As a result, the program developed a new technique for washing that yields significantly shorter recovery times. Knowledge gained from this project lead to the successful treatment and release of "Olive," a young female that had become contaminated with oil near La Selva Beach in February 2009.
- The program continues its support of sea otter hearing (audiometry) and sound-production studies at Long Marine Lab and at the Aquarium. This is the first comprehensive study of sea otter sensory systems. So far, investigators have tested behavioral responses of 15 sea otters to in-air tones as part of a passive hearing assessment; measured brainstem auditory evoked responses in six sea otters during anesthesia for veterinary examination; made vocalization recordings of 30 sea otter pups and surrogates; and conducted long-term behavioral audiometry tests through in-air and underwater signal detection trials.
- The program has embarked on a study of male sea otters to determine the role that male groups play in population, learn whether males employ different tactics for reproductive success and discover how population density affects territorial behavior. The study should provide insights into the dynamic but little understood effects of males on sea otter population structure and survival.
- Michelle Staedler's multi-year mother-pup study—a comprehensive evaluation of parturition, foraging activity, body temperature and pup development—is in the final data-analysis phase. Michelle's research will help the team understand the implications of dietary specialization and maternal provisioning on reproductive rate, reproductive success and pup development, especially as these factors relate to slow population growth. Michelle and her team followed 30 sea otters for two years; she documented 35 births, 18 of which her team monitored intensively and determined that 11 weaned successfully.

AN INTERVIEW WITH DR. DANIEL ALLEN (CONT'D)

BY DIANE TOMECEK

(Continued from page 1)

Q : “*Otter* focuses on many topics relating to the otter, from its presence in literature to its being hunted for fur or sport to its conservation. What made you decide to focus on the wide distribution of subject matter?”

A : “Otters are mysterious and misunderstood animals. For me, they seemed in danger of becoming a relatively forgotten species, known only as cute creatures to be protected, or pests to be killed. I wanted to draw together all the fragments of their past, every aspect of their identity, and show what complex species otters really are.”

Q : “What subject matter was the most interesting to you?”

A : “I was amazed at how many otter-related anecdotes, activities and authors remained hidden in the past. The folklore, fables and traditions are fascinating. Otters have been feared by some cultures, yet highly revered by others. They had moral and symbolic roles in the Christian faith, yet French monks who were forbidden to eat meat reclassified them as fish in order to eat them. They were persecuted as fish-killers, yet trained by fishermen to help improve their catch. There is just so much variety. I also really enjoyed tracing the public image of the otter, through literary and on screen representations. Going from Little Joe Otter (artwork pictured here) to Harry Potter was quite a journey.”

Q : “Were there topics that were excluded?”

A : “Although not excluded, otter ecology and behavior only make up a small part of the book. It was not my intention to focus on these topics, rather the cultural history of the animal. A number of excluded topics could quite easily be shaped into another book. I quite like the idea of focusing on the 13 species, tracing the respective challenges to their survival and examining the different conservation strategies adopted around the world.”

Q : “What area was most challenging to research and why?”

A : “Owing to the nature of the book, it was essential that established scientific knowledge about the otter was included. This was challenging for two reasons. First, I

was aware that I would not be contributing new knowledge about the species, which is rather frustrating for an academic. Second, relatively little is known about the ecology and behavior of certain otter species. It was, therefore, essential that a sense of scientific uncertainty was woven into the introductory and concluding chapters.”

Q : “The discussion of otter hunting is a difficult and troublesome subject, but your handling of it was factual and informative and lent well to the final chapter entitled *Protecting the Otter*. Was it your intent to contrast the hunting history with the need to conserve the species?”

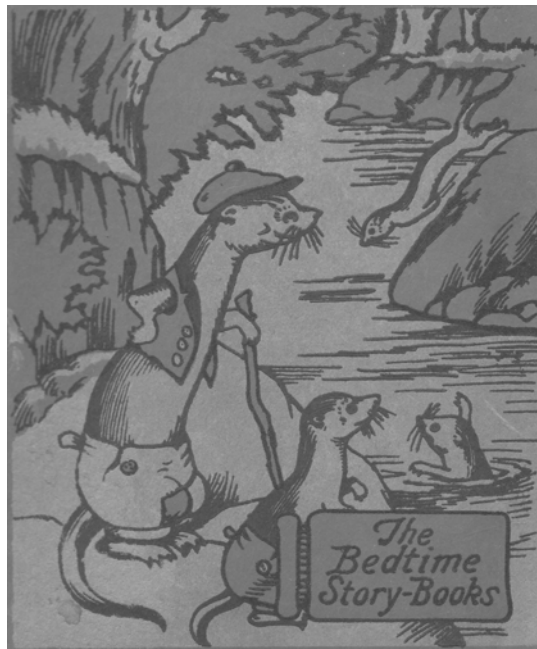
A : “I must admit, this wasn’t my intention, but it is great to hear. I think the subject matter, of killing or protecting, is a theme which runs through the book. The hunting chapter is based on an aspect of my doctoral research at the University of Nottingham, UK. Rather than simply disregarding the practice as immoral or cruel, I approached it as an activity that reflected and shaped particular values and ideas about nature and society. The more the public knows about the history of human-otter relations, the better placed they will be to make decisions about otter conservation in the future.

Anyway, back to *Otter*, hopefully the chapters captivate in their own right, but I agree, read together the whole book has the potential to have a lasting impact on the reader.”

Q : “Speaking of the final chapter, which focuses on otter conservation, you include an apropos

quote from Philip Wayre, co-founder of The Otter Trust, who after 35 years of working for otter conservation, was finally able to proclaim ‘mission accomplished’ as it applies to the otter in Britain. Based on the research for *Otter*, what would be your advice for other countries that hope to one day be able to proclaim Wayre’s words?”

A : “That’s an excellent question. Philip Wayre’s accomplishment really should be seen as an inspiration. But it is important to remember that it only happened due to the conditions in Britain at that time. After decades of various developments, the balance of scientific knowledge, education, public support and habitat protection was just right. The public reputation of the British Eurasian otter had changed.



ARTWORK OF *LITTLE JOE OTTER*
BY THORNTON W. BURGESS
REPRODUCED WITH PERMISSION BY DR. DANIEL ALLEN
AND REAKTION BOOKS LTD.

AN INTERVIEW WITH DR. DANIEL ALLEN (CONT'D)

BY DIANE TOMECEK

(Continued from page 4)

Across the world each species has its own challenge. This is made more complicated by national laws and the historical relationship people have had with the animal. The advice for different organizations is to find the right balance to ensure the conditions for change can be established and maintained."

Q: "What primary point would you like readers of *Otter* to obtain?"

A: "Otters are an amazing species and they deserve more attention. For readers already fond of the animal, I would like the book to entertain and educate. For those who are new to otters, it would be great if the book became the beginning of a life-long enthusiasm and affection for the species."

Q: "Out of the 13 species of otter, do you have a favorite type?"

A: "The British Eurasian otter started my obsession; alongside the iconic literary and on-screen Tarka, it was the first species I saw both in captivity and the wild. In recent years, the Hairy-nosed otter has really caught my attention. Admittedly, this is partly as the name conjures up images of charming mustachioed creatures, but more seriously due to its status as the rarest otter species. It has an estimated population of less than 300. If we want to be able to see this species in the future, people need to be aware of their existence, plight and conservation. The International Otter Survival Fund (IOSF) is currently doing some excellent work with local people in that region. If we can raise awareness for the Hairy-nosed otter, the additional public support would help improve its chances of survival."



AUTHOR DR. DANIEL ALLEN WITH OTTERS,
RUDI AND BELINDA
PHOTO © ANNA MCLAREN

Editor's Note: Purchase *Otter* by Dr. Daniel Allen through www.amazon.com via the following link:

http://www.amazon.com/Otter-Reaktion-Books-Daniel-Allen/dp/1861897677/ref=sr_1_1?ie=UTF8&s=books&qid=1304966196&sr=8-1

Otter Updates By Diane Tomecek



The River Otter Alliance extends its sincere appreciation to a recent anonymous donor whose generosity to our grant fund increased its balance by \$1,000. The donor wishes to see scientific studies conducted within New Mexico or any other part of the Rocky Mountain region. If you are interested in submitting a proposal in this specific geographic area, please contact our Grant Chair at riverotteralliance@gmail.com. For additional information on our requirements for grant submittals, visit our website.



The XIth International Otter Colloquium will be held in Pavia, Italy on August 30 through September 4, 2011. The theme is Otters in a Warming World. For more information or to register, please visit the website, www.internationalottercolloquium2010.eu/index.html. *(Please note this website address is correct despite the reference to 2010 in the link).*



A reminder to our young readers: enter our photo or drawing contest! All entries must be received by **September 1st** of each year. Entrants (or their parent or legal guardian) must be current members of The River Otter Alliance. If not a current member, **JOIN OR RENEW TODAY** by completing the application found on page 12 or the one found on our website. Additionally, for more details about the contest, visit our website, www.otternet.com/ROA.

TRAVELING

THE SANTA BARBARA ZOO: Asian Small-clawed Otters Born First Birth Of Species at the Zoo in Over 20 Years

By Julia McHugh, Director of Public Relations



**Asian Small-clawed otter pups
at The Santa Barbara Zoo**
Photo © Sheri Horiszny

A new pair of Asian Small-clawed otters produced five offspring on August 20, 2010, the first of the species born at the Santa Barbara Zoo in more than 20 years. Born in a nesting box off-exhibit, the four females and one male were all within a healthy weight range.

“We are incredibly pleased with these first-time parents,” said Alan Varsik, Assistant Zoo Director at that time. “They are doing a great job with their parental skills. It is exciting to have a young breeding pair and to have them be successful so early in their time here at the Zoo. It will be fun to have a family group of [Asian] Small-clawed otters on view for our guests.”

As in the wild, where otter parents keep their pups in a den, these young otters did not leave their behind-the-scenes nesting area until they were 12-weeks-old. A five-foot deep pool in their exhibit was sectioned off with mesh and Plexiglas until January 2011, when the pups were five-months-old and could hold their breath long enough to dive.

Curious and active, they are popular with Zoo guests of all ages.

“The otter family has very dynamic relationships,” said Sheri Horiszny, Director of Animal Programs, “and it has been great for parents and children visiting the Zoo to witness the parent-offspring interactions between the otters.”

Part of a Cooperative Breeding Program

The pups’ parents, named Jillian and Bob by Santa Barbara Zoo sponsors, arrived in January and March 2010, respectively. They are both first-time parents and were paired as part of a cooperative breeding program of the Association of Zoos and Aquariums (AZA).

Jillian is two years old and was born at the Bronx Zoo. Bob, aged four, came from the Cleveland Metroparks Zoo. The last time Asian Small-clawed otters were born at the Santa Barbara Zoo was in June 1989, to a pair that had previous litters in February and October 1988.

The AZA Asian Small-clawed otter Species Survival Plan (SSP) works to establish healthy zoo populations. The Santa Barbara Zoo is an active participant in this cooperative project between AZA accredited zoos.

“We currently have 17 species managed by SSPs, though not all of them are currently breeding,” notes Horiszny. “By selectively breeding [Asian] Small-clawed otters, Santa Barbara Zoo and other zoos hope to ensure the survival of the species.”

Although this otter species is not listed as endangered, they are seriously threatened by rapid habitat destruction, hunting and pollution. They are considered an “indicator species”—

(Continued on page 7)

WITH OTTERS



**Asian Small-clawed otters at
The Santa Barbara Zoo**
Photo © Sheri Horiszny

(Continued from page 6)

their population indicates the general health of their habitat and the health of other species.

About Asian Small-clawed otters

This species, the smallest otter in the world, lives in freshwater wetlands and mangrove swamps throughout Southeast Asia, including southern India and China, Indonesia, the Philippines, Borneo and the Malay Peninsula. They prefer quiet pools and sluggish streams for fishing and swimming. Unlike sea otters, they spend more time on land than in water, but they are skillful, agile swimmers and divers, with great endurance. They can stay submerged for six-to-eight minutes.

The species is about two-feet-long and weigh under 10 pounds, less than half the size of North American river otters. Their claws do not protrude beyond the ends of the digital pads, thus their names, and their feet do not have fully developed webbing and look very much like human hands.

They are one of the few species of otter that live in social groups. The bond between mated pairs of Asian Small-clawed otters is very strong. Both the male and female raise the young and are devoted parents. In the wild, Asian Small-clawed otters live in extended family groups of up to 12 individuals. The entire family helps raise the young, which are among the most active and playful of baby animals.

Editor's Note:

Naming the Asian Small-clawed otters

Per Julia McHugh, the Zoo named one female, Olive, as part of a collaboration with KCOY TV. The public sent in entries via the Zoo's website and KCOY TV's website. Zookeepers then picked the top five names and each name was assigned a color. Then, pinecones were stuffed with fruit of five different colors. The otters picked the name by which pinecone they went to first.

The River Otter Alliance sends its appreciation to one of our long-time members for connecting us to Julia McHugh and The Santa Barbara Zoo.



**Asian Small-clawed otters at
The Santa Barbara Zoo**
Photo © Sheri Horiszny

AN INDUSTRIAL OASIS FOR OTTERS

BY KELLY DAVIDSON CHOU

The 70,000 commuters traveling daily along I-680 in Martinez, CA speed past two oil refineries, a chemical plant and a wastewater treatment plant, but few realize that much of this stretch of Interstate bisects a critically important wetlands habitat in the San Francisco Bay Area. Known as the Peyton Slough Wetlands Complex, the marsh system is located about two miles east of downtown Martinez and is home to an impressive array of aquatic wildlife.

Commonly sighted species include Great Blue heron, Black-crowned Night heron, American White pelican, White-tailed kite and numerous duck species. Though not as easily spotted, the North American river otter also makes its home in these wetlands, and with a little knowledge and luck, can be found throughout the marsh complex.

A favorite foraging and resting spot for the otters is Moorhen Marsh, a 21-acre constructed freshwater wetland. Moorhen Marsh is owned and operated by the Mt. View Sanitary District (MVSD) and is the first constructed wetlands on the West Coast to use treated effluent as its primary water source. The otters take advantage of the high water quality, ample haul-out sites and abundant prey items including crayfish, carp and sunfish species. Though the otters have been viewed in Moorhen Marsh for many years, otter sightings are on the upswing since the summer of 2010.



An otter foraging in Pond A-1 in Moorhen Marsh comes up with duckweed covered whiskers!

Photo © Kelly Davidson Chou

As the District Biologist for MVSD, I try to spend several hours weekly walking the levee trails and I estimate that I observe otters 75-80% of the time. My best chance of seeing otter activity is just after dawn, but I have viewed otters in late morning, early and mid-afternoon,

(Continued on page 9)



← One of the nine otters leaves the tule haul-out site in Pond E to begin foraging. Crayfish and carp are abundant in Moorhen Marsh and are favorite foods for the otters.

Photo © Kelly Davidson Chou

Editor's Note: Kelly's photographs (as well as many others) can also be viewed in full color in the photo gallery section of our website:

www.otternet.com/ROA/PhotoGallery.htm

AN INDUSTRIAL OASIS FOR OTTERS (CONT'D)

BY KELLY DAVIDSON CHOU

(Continued from page 8)

and near sunset. The pictures accompanying this article were all taken mid-afternoon on January 5th.

The literature would indicate that the nine otters routinely observed since September 2010 are a bachelor clan. I am currently documenting my observations to see if I can determine habitat use and movement patterns in the marsh. As the study unfolds, I will be sure to pass on my findings to The River Otter Alliance.



These nine individuals are believed to be a bachelor clan making use of a favorite haul-out site in Pond E in Moorhen Marsh. The 21-acre marsh is part of the larger Peyton Slough Wetlands Complex located east of Martinez, CA in the San Francisco East Bay Area.

Photo © Kelly Davidson Chou

The Kids' Corner

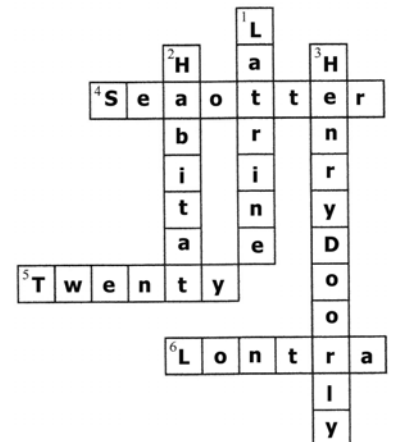
Otter Wordsearch*



Find the following otter-related words or phrases in the Wordsearch

- Claw
- Den
- Enhydra
- Fish
- Fur
- Groom
- Hairy nosed
- Haul out
- Kelp
- Otter
- Pup
- River
- Slide
- Swim
- Tail
- Trout
- Wet

Answers to the Fall-Winter 2010 crossword puzzle



*Answers to the Wordsearch in the Fall-Winter 2011 edition

MEMBERSHIP SURVEY

BY DIANE TOMECEK

We wish to hear from you, our valued members and supporters! Please take a minute to offer your feedback via the survey shown here and on page 11. Please send your completed survey to The River Otter Alliance, 6733 S. Locust Court, Centennial, CO 80112. If you wish to scan your survey and e-mail a PDF copy, please send to riverotteralliance@live.com.

You may also follow the links below to complete your survey online via SurveyMonkey.™

Members, please use link: <http://www.surveymonkey.com/s/CZVBY5K>

Non-member, supporting individual or organization use link: <http://www.surveymonkey.com/s/FYNZDMQ>

1. I support the mission and goals of The River Otter Alliance (see mission and goals on page 2).

- | | | | |
|----------|-----------------------|-----------|-----------------------|
| Fully | <input type="radio"/> | Mostly | <input type="radio"/> |
| Somewhat | <input type="radio"/> | Minimally | <input type="radio"/> |

2. How many years have you been a member of The River Otter Alliance?

- | | | | |
|-------------|-----------------------|--------------|-----------------------|
| Less than 1 | <input type="radio"/> | 1-3 | <input type="radio"/> |
| 4-6 | <input type="radio"/> | 7-9 | <input type="radio"/> |
| 10+ | <input type="radio"/> | None, I'm an | <input type="radio"/> |

affiliate individual or organization that supports The River Otter Alliance

3. For Non-members only; if member, please skip and go to Question 4

If you are an affiliate individual or organization, to what industry do you belong?

- | | |
|---------------------------------|-----------------------|
| Zoo/Aquarium | <input type="radio"/> |
| Division/Department of Wildlife | <input type="radio"/> |
| Rehabilitation | <input type="radio"/> |
| Publishing/Author | <input type="radio"/> |

Other, please specify: _____

4. In order of importance to you as a member or supporter, please rank the primary focus areas of The River Otter Alliance's mission and objectives.

	Not important	Somewhat important	Important	Very important	Extremely important
Reintroduction Programs					
Education					
Habitat protection					
Abundance & Distribution monitoring					
Scientific research support					

5. Please rank the following areas on a level of importance to your membership or support.

	Not important	Somewhat important	Important	Very important	Extremely important
Youth education regarding North American river otters					
General public education regarding North American river otters					
Education regarding all thirteen species of otter, including sea otters					
Support of zoos and aquariums housing river otters					
Support of scientific research on river otters					
Surveys conducted to track river otter abundance					
Support of river otter reintroduction programs					

MEMBERSHIP SURVEY (CONT'D)

6. In what areas would you be willing and able to serve The River Otter Alliance?

- Planning & Steering
- Education
- Newsletter
- Marketing & Membership
- Research Grant Committee
- Website design
- Fundraising and Development
- None

Other, please specify: _____

Please include your contact information here, so we can reach you regarding volunteering: _____

7. Please rank the following types of articles published in *The River Otter Journal*.

	Least interesting	Not very interesting	Interesting	Very interesting	Most interesting
Scientific research					
Educational					
Industry updates					
Natural history					
Zoo/Aquarium features					

In addition to the stories you've ranked above, what other types of features would you enjoy reading?

8. Please rank the following items in terms of The River Otter Alliance's pursuit to grow beyond its current scope.

	Definitely do not pursue	Do not pursue	Pursue	Definitely pursue
Advocate regarding the river otter's status on the endangered species list				
Increased education on controversial subject areas, i.e. fur trade, trapping, hunting				
Host local or virtual educational seminars				
Increase its affiliation with State Division of Wildlife Departments and Fish and Wildlife Services				
Increase its affiliation with other environmental and otter related organizations				
Members-only section of the website				
Electronic-only version of <i>The River Otter Journal</i>				
Social media presence on the web via tools like Facebook, Twitter and LinkedIn				
Provide an educational loan box for schools and natural science institutions				
Otter related merchandise sales				

9. In addition to the subscription to *The River Otter Journal*, what would you like to see as part of your membership benefits? Or as a supporter, what additional benefits would you suggest we offer to our members?

10. How would you rank The River Otter Alliance's performance in achieving its mission?

- Getting better
- Staying the same
- Getting worse
- Getting much worse

11. What do you suggest The River Otter Alliance do to better achieve its mission? _____



The River Otter Alliance

ENROLL NOW FOR 2011!

As a member you will be supporting research and education to help ensure the survival of *Lontra canadensis*, the North American river otter.

You will receive *The River Otter Journal* (published semi-annually), with updates on otter-related:

Educational Programs, Environmental Issues, Research Information, River System and Population Surveys and much more!

Please Provide Your Address & Contact Information Below:

Name _____
Address _____
City/State/Zip _____
Phone _____
E-mail address _____

I wish to receive my copy of *The River Otter Journal* via the e-mail address above.

Annual Membership Dues:

- \$15 Student
- \$15 Senior
- \$25 Individual
- \$35 Family
- \$35 Organization
- \$50 Sustaining
- \$100 Sponsoring

Complete and return this form with your Membership check to:

The River Otter Alliance
6733 S. Locust Court
Centennial, CO 80112

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Visit the River Otter Alliance Web Page at www.otternet.com/ROA
.....

6733 South Locust Court
Centennial, Colorado 80112

The River Otter Alliance

