



**Linda Candler, Director of Marketing**

**1. Where did you get your undergraduate degree from and in what major?**

Studied English at Tidewater Community College

**2. Graduate school degree and major?**

Too busy but it's not off the table yet!

**3. How long have you been with the Aquarium?**

Three years

**4. Briefly describe your primary involvement with the *Restless Planet* exhibit.**

We were a year prior to construction when I joined the Aquarium. Marketing has to synthesize and communicate everything in the Aquarium. It's been a learning experience every day, whether learning about the mating habits of Tomistomas, or understanding why the pilings that support the Red Sea Aquarium are shaped the way they are.

**5. What has been your biggest challenge?**

First, figuring out the "go-to" (experts) on every animal and topic, then asking the right questions so that I find out the most unique, exciting and fascinating aspects of the transformation.

**6. What are you most excited about guests seeing?**

The animals will be very cool, but guests will be blown away by the amazingly lifelike detail in every environment, from realistic rock work and natural-looking water features to plants that look like they've been there since the beginning of time.

**7. What *Restless Planet* fact would surprise guests if they knew?**

That acquiring the animals took more than three years. I think people assume that we just go out and buy them, like a pet shop. But many of the exotic species (and there are lots!) require special permitting, handling, and training.

**8. Once *Restless Planet* opens, how will your job differ?**

It'll be like marketing a whole new Aquarium!

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