

ALIVE

ZOOLOGICAL SOCIETY
OF MILWAUKEE COUNTY
FOUNDED 1906 / FALL 1984



Allen W. Williams, Jr., 1985 President of the Board of Directors



Lillian Ramaker, Executive Director

David L. Danermark Photos

The Zoological Society Today

by Beverly Greenberg, Development Director
& Debbie O'Connor-Callahan, Consultant

"We hope you will join us in the pursuit of "excellence" on four fronts at the Milwaukee County Zoo: recreation, education, exhibition, and conservation. Help us continue the enriching present and future Zoo experiences for the ever growing numbers of visitors," Lillian Ramaker, the Executive Director of the Zoological Society since 1983, recently remarked. Her goal is to maintain and expand the magnificent Milwaukee County Zoo and its animal collection and her enthusiasm is contagious. Her staff and the Society Board members are excited and ready to tackle the challenges.

The Milwaukee Zoological Society's Board of Directors is a strong, working and committed support system which represents a broad spectrum of corporate and community activists. The 29 board members and 22 honorary board members serve on 14 committees from Education to Marketing to Research/Conservation.

Mr. Allen Williams, incoming President of the Board of Directors, has an outstanding and dynamic board with which to work. "Big things are planned for the Zoo in 1985," said Williams. "With the intelligence, energy and devotion on our Board and in the Society, we are confident of meeting, even surpassing our goals." Mr. Williams was elected to the board in 1977 and has served on several committees, as well as being co-chairman of the successful, first Zoo Ball & Auction, Cheza Ngoma, in 1984. Under the able direction of the Immediate Past President, Richard Gallun, the Board of Directors accepted the responsibility to adopt a direct mail membership campaign which has demonstrated a remarkable growth within the past five years. In 1979 membership was 3,650 and in 1984 13,000 Zoological Society members were reported. The Zoological Society has the largest membership of any Milwaukee community organization, due to the strength and commitment of the Board of Directors.

Membership provides funding for critical professional staffing needs including 90% of the Education Department programming.

In 1983, the Board launched a corporate membership drive which recruited seventy \$1,000 annual corporate community memberships. The goal for 1984 was to increase this to \$80,000. We surpassed our goal, as well as establishing 3 new categories of corporate memberships: \$1,000 (Bronze Platypus), \$2,500 (Silver), \$5,000 (Gold) and \$500 Patrons. The Society has found

Corporate/Patron Members to become involved in Zoo committees, events, and activities. Corporate support is vital and encourages professional growth and staff development on local, national, and international levels in the areas of species conservation and management.

In addition to the enormous task of raising money for the Zoo through its membership drives, special appeals, Animal Adoption Program, grants and donations from foundations, private benefactors and federal sources, including the Faye McBeath, Christin Cleaver, Ivy Neal Balsom and the Institute of Museum Services funds, the Zoological Society is actively involved in planning the course of Zoo development. The Society participates in decisions about new animal purchases, new facilities, public relations campaigns, advertising, educational programming, grounds improvements, exhibit renovations, signage, Zoo entertainment, special events and youth opportunities. Zoo Pride volunteers and docents work diligently to improve the quality of the Zoo experience by providing informed and enthusiastic staffing for special events, the information booths, Animal Adoption Desk, Education workshops, Animals-in-Action demonstrations and many other areas.

The Society weaves its resources into the patterns of the Zoo to make it stronger and more exciting. The Milwaukee County Zoo is Wisconsin's #1 Tourist Attraction and it is rated in the top five Zoos in the world. Many of the Zoo's contributions to the international Zoo world, in areas of conservation, breeding of endangered species, research and public education, are possible because of funding from the Zoological Society. The Society is committed to maintaining the Zoo's renowned and respected stature and it has aptly demonstrated its strength and determination.

The Zoological Society staff handles the mechanics for Society projects, fund drives, special events and membership. Pat Bagnall, Executive Secretary, Yvette Paquin, Membership Coordinator, Lucille Rutkowski, Animal Adoption Program Coordinator, Gail Kowalsky, Secretary, Judy Treinen, Bookkeeper and Bev Greenberg, Development Director are constantly working to maximize the potential of the Zoological Society to support the Milwaukee County Zoo. Also deserving of credit are Sandi Moomey, Animal Adoption Committee Chairperson, Mary Thiry, Education Department Supervisor, and, of course, the 500 plus members of Zoo Pride.

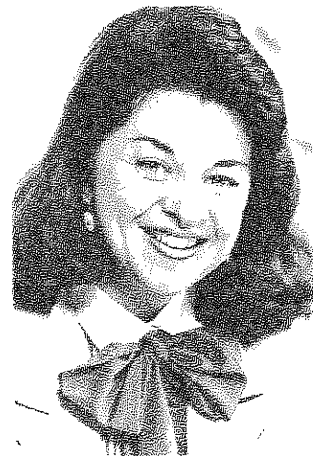
The Zoological Society Staff



Yvette Paquin,
Membership Coordinator



Lucille Rutkowski,
Animal Adoption Program
Coordinator



Bev Greenberg,
Development Director



Pat Bagnall,
Executive Secretary



Judy Treinen,
Bookkeeper



Gail Kowaisky,
Secretary

David L. Denmark Photos

The Zoological Society is a team effort composed of management, staff, board members, corporate and professional members, patrons, volunteers and the 13,000 society members who share their love for the Zoo.

In 1983, the Zoological Society contributed \$560,000 in support of the Zoo. Funding was generated from memberships, patrons, corporate memberships, animal adoption proceeds, and general contributions. So far, it has helped provide the following at the Milwaukee County Zoo:

A Barn Owl breeding facility (\$6,000), Education Learning Center (\$34,000), Pheasantry Exhibit (\$30,000), Outdoor Lighting Project (\$25,000), Aquarium and

Reptile Building Graphics (\$10,000), rebuilding of the Children's Zoo Goat Barn which was destroyed by fire (\$15,000), The Bird Show (\$40,000), the Humboldt Penguin Exhibit Renovation Project (\$15,000), A pair of Alpaca (\$17,000), and Chandar, the rare White Bengal Tiger (\$60,000) which has already received thousands of devoted fans. The Society's efforts also created the new Outdoor Gorilla Exhibit (\$85,000).

The Zoological Society's contributions greatly expand the Zoo's annual budget and help make possible the new displays, animal purchases, exhibit renovations, educational programming and special events which provide growth for the Zoo through increased attendance, revenue and community support.

Projects Sponsored by the Zoological Society

Education Department

In 1973, the Zoo and the Zoological Society responded to the growing need for formalized education and co-founded an Education Department which immediately served 3,000 persons. In 1983, the Zoo Education Department's staff of 5 members served 88,000 people in organized educational programming. Their goal is to reach 100,000 individuals in 1985. Three of the Education Department's staff are fully funded by the Society: Preschool Program Coordinator, Docent Coordinator, and Graphics Coordinator. The Department's Director position is partially funded by the Society. The Education Department Director, Mary Thiry, is also an Associated Professor at the University of Wisconsin and a member of the University of Wisconsin Extension Program.

The education staff and its docents provide programs for youth, families and adults which vary from guided and self-guided tours, workshops, Zoo treks, University certified credit courses, teaching and leader manuals, preschool packets, and University certified programs to summer camps. Thirty docents contributed 3,111 hours in 1983, serving as educational assistants and perpetuating quality programming.

In a 1982 survey it was determined that many families with preschool aged children utilize the Zoo. To address that need, a Preschool Educational Program was developed which won the 1983 American Association of Zoological Parks and Aquariums National Education Award.

In 1983, the Education Advisory Committee recommended that the Zoo focus on the

needs of handicapped visitors. The Zoo also identified the need to reach additional senior citizens, youth, and handicapped persons. The Youth Outreach Program now provides educational programs directed to handicapped youth. In its pilot phase, 100 youth at the Child Adolescent Treatment Center participated. In the fall of 1984, this outreach program will be formally introduced to the public with visits to 30 Milwaukee Area youth centers and schools providing special education. To meet the needs of senior citizens, an outreach program was established in 1982 which consists of an animal information slide presentation provided by a volunteer speaker. This program has currently visited over 50 senior citizen centers and has a 1985 goal of reaching 75 centers. Additional Zoo outreach programs offered throughout the year include: "Live Animal Talks" at the Wisconsin State Fair with 8,000 participants, Zoo Informational Talks conducted by the Zoo's Senior Staff which reaches 1,000 citizens, and "Zoo News In Review", a ½ hour Cable TV program presented by Zoo personnel which reached 33% of the people in the Greater Milwaukee Area. Educational workshops are offered by the education staff to all Milwaukee environmental organizations. Five hundred individuals participate in a variety of additional outreach workshops. **Zoo News and Views** is an educational newsletter which reaches 3,000 Milwaukee youth.

The demand for an ever widening variety of youth and adult educational and informational opportunities continues to rise by leaps and bounds. The Zoological Society considers its commitment to education one of its top priorities.

BOTTOM LEFT: Zoo Pride Volunteers, Judy Van Till and Paul Javins, staffing the Blackboard Auction at Cheza Ngoma.

TOP RIGHT: Sam La Malfa, Primate Supervisor, welcomes Tanga to the new outdoor gorilla enclosure.

BOTTOM RIGHT: The Zoo Pride "Remains To Be Seen" carts were a popular attraction this summer.

Zoo Pride

Zoo Pride, the volunteer auxiliary of the Zoological Society began in 1975 with a request for volunteers in *Animal Talk* the Society's membership publication at that time. Sixty-two people responded to that initial request. As Zoo Pride's tenth year of service approaches, the membership has grown to 500 with approximately 250 active volunteers. In 1983, Zoo Pride volunteers contributed over 22,000 service hours to the Milwaukee County Zoo, its visitors and the community.

Zoo Pride's first project was to establish an Information Booth and staff it daily from Memorial Day until Labor Day. Guided tours were soon added to Zoo Pride's activities. Currently the Pride has 15 energetic committees working with the Zoo and the Zoological Society.

Zoo Pride concentrated on expanding its programming in 1983 by adding two animal information carts with skeletal materials, invertebrates, snake sheds and hides; increasing the Information Booth staffing to May thru September and weekends in October; an additional emphasis on the Animal Watch Program which directly assists the zookeeper and veterinary staff; and extending its "Do The Zoo In Winter Too" Program to include weekends January thru March.

In 1984, Zoo Pride added a third animal information chart staffed by teen volunteers and named the program "Remains To Be Seen". "Teddy Bear Days", a five-day event in

June featuring Teddy Bear Breakfasts, Parade, Baby Bear-lympics, and Bear's Eye View tours, and the September "Senior Citizen Day" were Zoo Pride's contribution to the season's special events schedule.

The new Outdoor Gorilla Enclosure built as a result of Cheza Ngoma '84, the first Zoo Ball and Auction, provided another opportunity for volunteers to interact with the public on a daily basis.

Zoo Pride's Speaker's Bureau began in 1981 with a 25 minute slide presentation, entitled "A Day At The Zoo". To date the program has been given over 200 times to senior centers and various civic organizations. Response has been so good that a second slide presentation is being developed.

Zoo Pride volunteers serve as the Zoo's goodwill ambassadors both in the park and in the community. By their presence in the Information Booth, the Animal Adoption Desk, hosting Birthday Parties, staffing the "Remains To Be Seen Carts", Outdoor Gorilla Exhibit, special events, and as tour guides, they are the sources from which thousands of Zoo visitors can tap to enrich their Zoo experience. Everyone feels more welcome after a friendly exchange with someone who can answer their questions, give directions, and give tips on what to see and when. They help make the Zoo a warm, enjoyable place where visitors like to return.

David L. Denmark Photos



Interpretive Services

Since 1980 the Zoo has been involved in a graphics improvement program which has created effective guided and self-guided tours. Crisp color coded graphics in addition to the naturalistic exhibit renovations in the Reptile/Aquarium Building have transformed this exhibit facility into a vibrant center of fascinating information and wildlife. Large type and braille panels are also to become additions to our exhibits to enhance the visit of the visually impaired. A graphics program of bird identification has been developed in the Aviary along with its interpretive graphics describing that taxa. In each of the Zoo's buildings, color coded signage was designed to allow people to identify one taxa from another.

The Zoo is presently tying in a series of major eco-geographic presentations to enhance the major predator-prey exhibits in the park. Informational kiosks are being created which will broadly interpret social organizations and evolutionary concepts in the Snow Monkey and African-Asian complexes. This entire

program is underway because of Society funding.

Zoo amphitheatres present educational programs on selected animals. The elephant management program, and the reptile-amphibian-arthropod shows have all become part of the Animals-in-Action program. In 1985, this "touch and learn" experience will be expanded to include birds. In 1985, small mammals and raptors will be included. The goal of these offerings is to sensitize the public to the unique aspects of adaptation and to the diversity of animals. Through the total programming of volunteers, graphics and educational action programs, the Zoo provides the visitor with active involvement with the animal world. The interpretive services, special events, marketing and the Zoo's excellent reputation have attributed to the increase from 1,102,684 in 1982 to 1,300,000 in the first 8½ months of '84, and visitor time spent in the park has gone from 2½ to 5 hours. This indicates a 15% increase in attendance so far this year.

Future Growth of the Zoo

The Zoo's 1984 marketing theme, "Take A Closer Look," combined with new graphics, banners and sensory exhibits enable the visitor to look and learn comprehensively at the Milwaukee County Zoo. The Zoo is confident that with these new sensually appealing additions attendance will increase.

Attendance rises each year and support to the Zoo from private donors has increased as well. The corporate community has identified opportunities to service great numbers of Milwaukee citizens through its Zoo support. In 1981, Institute of Museum Services seed money was the catalyst to the Faye McBeath Foundation's donation of \$40,000 to complete the development and implementation of the American Association of Zoological Parks and Aquariums national award winning Pre-School Education Pro-

gram. The completion of the Feline, Small Mammal and Aquarium/Reptile Buildings is Phase I of the Zoo's 5 year long range plan. These buildings will serve as prototypes for the entire Zoo's future development of interpretive graphics, ceiling banners, and sensory hands-on exhibits. The Zoo is confident that this prototype will encourage private donations which will complete the Core Zoo Concept. For example, The Milwaukee Journal Company, Inc. has donated staff, services, consultants, artists, film and design work to begin the project. This contribution had a market value of \$17,000. In 1984, \$50,000 of the Institute of Museum Services funds provided a program which integrates exhibit design and construction, graphic presentation and education, and volunteer utilization to reach a broad spectrum audience ranging from those with disability to those with in-depth inquiry.

Long-Range Plans

The Zoological Society's most ambitious project will be launched in late 1985. The Society and the Zoo plan to raise \$12,000,000 to build the Core Zoo Complex, which will interconnect the indoor exhibits by

tunnels. It will be the beginning of a weather independent Zoo of the future. The first facilities to be constructed will be the Visitor/Education Building and the Great Ape Habitat with indoor and outdoor exhibit areas

for both large and small monkeys and apes. By virtue of the location of these two buildings and the expansion of existing buildings, such as a gallery of world bird environments and a salt water tank housing coral and sharks, weatherproof linkages will be developed between buildings. During any season of the year, visitors will enjoy a 2½ to 3 hour visit within the Zoo's indoor exhibits.

A Wolf Woods exhibit, which will tie in the predator-prey concept with the existing moose/mule deer yard, will be a major new addition in 1985. The Wisconsin Heritage Trail, with a functional trout stream and forest

scenes depicting wildlife native to the State of Wisconsin will be a future development. The Master Plan also includes a large restaurant complex accessible to the public after Zoo hours, rotating exhibits, holographics and small educational input centers in all buildings.

This Master Plan has been developed and is now being refined through the input of staff, volunteers, trustees, directors of the Zoological Society, and citizens volunteering their expertise. All who are involved will share the responsibility of making this plan a reality.

Marketing

The Zoological Society has successfully tackled several new marketing challenges which have substantially increased the Zoo's profile in the community.

Zoo Calendars were distributed to all Milwaukee Sentinel subscribers by The Journal Company in 1983. It was the first Milwaukee County Zoo calendar in 20 years. Thousands of homes had daily reminders to visit the Zoo on their walls. In 1984, Rocky Rococo, Inc. sponsored an 1984-85 Zoo Calendar which included over \$17.00 worth of Rocky Rococo dining coupons and Zoo information. This calendar has also been an effective public relations tool as well as a successful Society fund raiser.

Society sponsored radio and television programming, public service announcements, media events, symposia, Zoo billboards, Milwaukee Stadium announcements and bus signs have all received special attention. The Society also promoted the Milwaukee Symphony Orchestra summer concert series at the Zoo.

Each year the Zoo and the Society thank the more than 13,000 Zoological Society members by opening the Zoo for a special "members only" evening. The spirit of enthusiasm and pride members have for the Zoo is certainly demonstrated by all in attendance at the Annual Picnic.

The Society also thanks the corporate membership and patrons of the Platypus Society with a formal feast of exotic proportions, The Platypus Dinner.

The Zoo has other important drawing powers as well. Marlin Perkins, Joan Embry, John Aspinall, Ted Reed, Senator Robert Kasten, Walt Disney's Donald Duck, Sam the 1984 Olympics Eagle and other international celebrities have been honored guests and visitors of the Milwaukee County Zoo. Next year's annual meeting will be greatly enhanced by a presentation from Jacques Cousteau.

The Zoological Society of Milwaukee County has taken on enormous new challenges. The Society is committed to helping maintain the world renowned and respected reputation of the Milwaukee County Zoo. The Zoo's support organization has aptly demonstrated strength and determination in its ability to increase funds through local foundations, private corporations and federal sources. Faye McBeath, the Ivy Neal Balsom donation, and the Institute of Museum Services are examples of successful funding support mechanisms.

A glimpse into the future collaborative efforts of the Milwaukee County Zoo and the Zoological Society of Milwaukee County include:

- The Core Zoo Complex**
- The Trout Stream Exhibit**
- Wisconsin Heritage Trail**
- The Wolf Woods Project**
- The Arrival of Koala in Summer of '85**
- A Graphics Program**

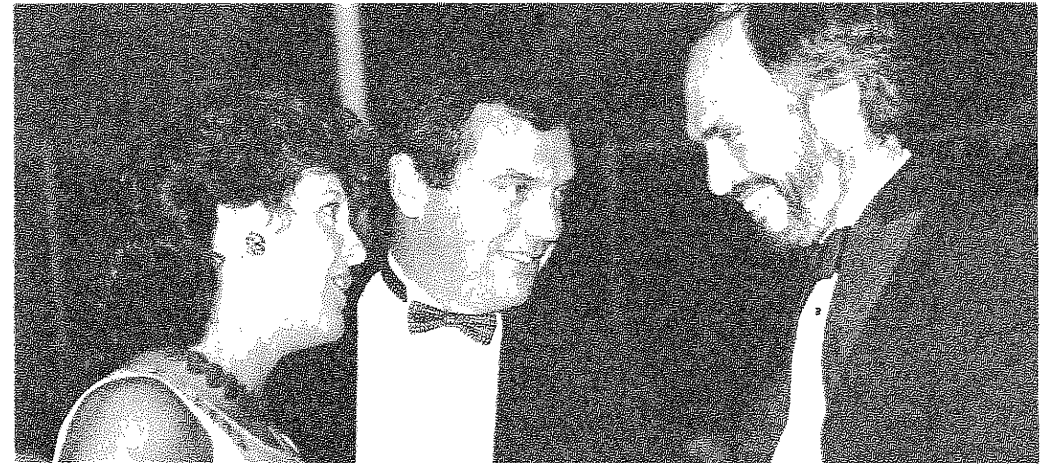
The Zoological Society has grown in strength and stature. We are optimistic and enthusiastic as we look forward to supporting the exciting challenges provided by the present and future growth of Wisconsin's #1 Tourist Attraction, **The Milwaukee County Zoo**. The continuing support and concern of our Zoological Society members, volunteers, corporate members, Patrons and devotees will enable the Milwaukee County Zoo to produce a higher quality of life for its visitors, and the animals we protect, and the community at large. The citizens of Milwaukee have given us their vote of confidence. Together we will work to keep our Zoo in its leadership position as one of the world's greatest Zoological Gardens.



cheza ngoma

The 1984 Zoo Ball and Auction, Cheza Ngoma, was an outstanding success. Through the combined efforts of the co-chairmen, Sandy and Sunny Williams and John and Peggy Burns, ZOO PRIDE, scores of volunteers, society and zoo staff, over \$85,000 was raised to make the outdoor gorilla enclosure a reality. Plans for the 1985 event, scheduled for June 29, 1985, are already underway. It too promises to be an exciting, fun-filled evening.

David L. Denmark Photos



Corporate & Patron Membership

By Bev Greenberg, Development Director

The Zoological Society of Milwaukee County, with its 13,000 members, is the support system of the Milwaukee County Zoo. It represents a broad spectrum of corporate and community activists who work to enable the Zoo to grow and enjoy its present reputation as a world class Zoological Garden. In 1983 the Society contributed \$560,000 to the Zoo to help maintain its strong educational programs, to encourage awareness and preservation of endangered species, and to increase the Zoo's outstanding animal collection. This would not have been possible without the support of our 80 and growing Corporate/Patron Memberships. Those generous donors are listed in each ALIVE. The names of Patron and Corporate members are displayed at the entrance to the Zoo.

The Corporate/Patron Membership classification is a new branch of the Zoological Society and has been designed to generate substantial funds for the Zoo operation, to demonstrate the value of the Zoo to this community and to ensure its continued high quality. Annual dues for a Patron are \$500. Corporate Memberships are \$1,000 (Bronze Platypus), \$2,500 (Silver) and \$5,000 (Gold). All Corporate/Patron members automatically become members of the Platypus Society and are invited to attend the annual Platypus Dinner. It offers an elegant, most unusual evening at the Zoo and provides the Society with a way to say "thank you" for interest and support. This year's Moroccan Platypus Dinner, held on August 24th, was a smashing success.

1984-85 Zoo Calendars

The Zoological Society of Milwaukee County, the Milwaukee County Zoo and Rocky Rococo's Inc., are pleased to announce the creation of the first annual 1984-85 Zoo Calendar. A contribution of \$2.50 for Zoological Society members (\$2.95 for non-members) purchases the calendar which also includes \$17.00 worth of Rocky Rococo food coupons. The calendar beautifully designed by Made in Milwaukee Creative features Chandar on the cover. Photographs of the Zoo's inhabitants highlight each month. Information concerning special events, and holidays is also an integral portion of the calendar.

The calendar is a fund raiser for the Milwaukee County Zoo with all proceeds going to the Zoological Society. This colorful calendar would make a lovely and practical gift for friends, family or business associates. Enclosed you will find a brochure explaining Rocky Rococo's, Inc. and the 1984-85 Zoo Calendar. Please return the order form to purchase your calendars.

Proudly, the Milwaukee County Zoo is Wisconsin's number one tourist attraction, receiving over 1 million visitors a season. It has an annual economic impact of 45 million dollars upon Milwaukee County.

The Zoological Society provides Corporate/Patron members with VIP tours of the Zoo upon request. The Society would be delighted to host a business or social event, meeting, or gathering at the Zoo for our Corporate members.

In these times of shrinking budgets and reduced public support, Corporate/Patron membership is vital to continue the Zoo's standards of excellence and innovation, while setting new goals for excellence on four fronts - exhibition, recreation, education and conservation.

Your annual Corporate/Patron Membership will help us continue to make our Zoo one of the greatest assets in our community. The Zoological Society hosts Corporate Luncheons to provide inside information to prospective Corporate members. Dr. Boese will present a brief Zoo overview and update and he will lead a special tour of three Zoo exhibits. The Zoological Society President will give information concerning the Society, its past, present and future. The luncheons are from 12:00 - 1:30 in the Society Board Room at the Zoo. In the fall of 1984 four luncheons have been scheduled. For further information concerning Corporate/Patron Membership, please contact Bev Greenberg at the Society office, 258-2333.

Zoo Calendars are available, in large quantities, for \$1.75-2.00 per copy. Corporations interested in purchasing 50 or more calendars as gifts to employees or associates should contact Bev Greenberg at 258-2333.

IMS Grant Recipient

The Zoological Society of Milwaukee County is pleased to announce that \$50,000 of our general operating funds for this fiscal year has been provided through a grant from the Institute of Museum Services, a Federal agency that offers general operating support to the nation's museums.

IMS received 1,245 applications for the 1984 General Operating Support competition and the Milwaukee County Zoo's award is one of 530 to be granted. The grant will be used to create an integrated Zoo look, including exhibit design and construction, graphic presentation, education and volunteer utilization to reach a broad spectrum audience ranging from those with disability to those with in-depth inquiry.

THE ZOOLOGICAL SOCIETY of MILWAUKEE COUNTY

THANKS it's following loyal —
Corporate & Patron Supporters

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Aladdin Label, Inc.
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You have helped the support organization of the Milwaukee County Zoo to renovate and remodel and reconstruct one of America's top 10 Zoological Gardens.

You have enabled us to continue the excellence established at the Milwaukee County Zoo in the areas of education, recreation, exhibition and conservation.

You have helped the Milwaukee County Zoo make a 30.3 million dollar economic impact upon the greater Milwaukee area.

You have helped establish the community pride and national prestige associated with the Milwaukee County Zoo.

On behalf of Wisconsin's #1 Tourist Attraction — THANK YOU

We welcome and invite you to add your corporate name to this prestigious list of community minded corporations.

THE ZOOLOGICAL SOCIETY OF MILWAUKEE COUNTY
10001 W. Bluemound Rd., Milwaukee, WI 53226
(414)258-2333

Travel Opportunities

The Zoological Society of Milwaukee County is pleased to announce several travel opportunities for Society members in 1985.

Kenya Showcase... An Unforgettable Experience

Join Dr. Gilbert K. Boese, Milwaukee County Zoo Director, on an unforgettable adventure in Africa. This safari to Kenya, which was specially designed by Dr. Boese, includes visits to Nairobi, Tsavo National Park, Amboseli National Park, Mount Kenya, Samburu Game Reserve, Lake Naivasha, and the Mara Game Reserve departs on February 17, 1985 with a return date of March 6, 1985 and a second trip scheduled to leave March 10, 1985 returning March 27, 1985. The total cost of this safari, including air and land arrangements from Chicago, is \$3,249.00 per person (double occupancy). Space is limited so please contact the Society office (258-2333) if you are interested in receiving a complete itinerary or have any questions.

Cruise to Baja

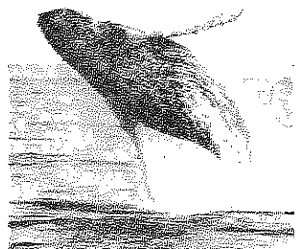
Baja's life-rich waters, dotted with small remote islands, support an incredible variety of marine and avian life. Each winter, endangered Gray Whales enter the warm shallow lagoons of Baja to give birth and breed. The combination of open sea, warm lagoons, vast deserts and tropical forests creates an experience of living contrasts in a natural paradise.

An eleven day cruise adventure to Baja, California and the western coast of Mexico begins in San Diego on January 10, 1985 aboard the Executive, a luxurious, long range vessel. The itinerary includes the Islas San Benito, Laguna San Ignacio, Bahia Magdalena, Cabo San Lucas, Isla Isabela, San Blas and Puerto Vallarta. An experienced naturalist guide will introduce our group to the most interesting natural phenomena: pelagic birds, porpoise, migrating Gray Whales, sea lions and the many animal species which inhabit these waters.

The total cost of this excursion is \$1,595.00, all inclusive from San Diego. A complete brochure describing all aspects of this trip is available upon request from the Zoological Society (258-2333). Don't miss this fabulous expedition designed to stimulate interest in, develop an understanding of, and create an appreciation for the natural history of one of North America's scenic wonders.

BAJA

Where desert and sea combine to create a natural haven for wildlife



Baja's life-rich waters, dotted with small remote islands, support an incredible variety of marine and avian life. Each winter, endangered Gray Whales enter the warm shallow lagoons of Baja to give birth and breed. The combination of open sea, warm lagoons, vast deserts and tropical forests creates an experience of living contrasts in a natural paradise.

January 10, 1985

ZOOLOGICAL SOCIETY OF
MILWAUKEE COUNTY
TRAVEL OPPORTUNITY
\$1595 (all inclusive from San Diego)

For further information and free brochure contact:
Lillian Ramaker

MILWAUKEE ZOOLOGICAL SOCIETY
10001 West Bluemound Road
Milwaukee, WI 53226
(414)258-2333

Australia

Long isolation of this "Island Continent" has created a distinctive fauna and flora seen nowhere else in the world. Of Australia's 736 species of birds over 350 breed only in Australia. Such unique mammals as marsupials and monotremes are among nature's most intriguing enigmas. The remarkable diversity of evergreen plant life is but another of this mystical land's appeal to the nature lover. And perhaps the most extraordinary natural wonder of all is the Great Barrier Reef where the greatest abundance of marine life on earth is found. During your expedition you will visit the untamed wilds of Kakadu in the Northern Territory, the exotic rain forests of Queensland, the spectacular Ayer's Rock in the desert outback and take a three day cruise along the Great Barrier Reef, all under the direction of expert naturalist guides. This is truly an extraordinary experience in Natural History. A 22 day adventure departing on July 28, 1985. For more information please contact the Society office (258-2333).



A Return to the Yucatan Planned by the Friends of the Museum

Friends of the Museum is planning a return to the Yucatan in 1985, due to a very successful expedition in 1978. We are inviting members of the Zoological Society to join this dramatic and educational 12 day expedition to the Caribbean coast resort of Akumal a beautiful secluded retreat.

Participants will be part of the research of Dr. Richard Spieler, the museum's curator of fishes. They will be trained in fish identification of species of coastal fishes and shallow water snorkeling.

The stay at Akumal will be highlighted by trips to nearby Mayan sites, Tulum, Xel Ha and Coba with Anthropologist Carter Lupton of the Milwaukee Public Museum staff. After completing the work at Akumal, the expedition will travel by car to Mayan sites of Chichen Itza and Uxmal.

Tentative dates for the trip are March 13 - 24, 1985. The estimated cost is \$1,150 per person which includes all air and land transportation, meals, double occupancy, lodging, admittance fees to sites and a \$200 tax deductible contribution to the expedition. The group will be limited to 16 persons. An advanced orientation will be presented by Dr. Spieler and Mr. Lupton prior to departure. Those interested in this unique opportunity should contact the Society office (258-2333).

Do Something Wild & Wonderful! ADOPT AN ANIMAL



Ringo, the Harbor Seal, is one of more than 4,000 animals waiting to be adopted.

All adoptions benefit the Zoo and are tax deductible.

For information call
258-2223.

EDUCATION

Explore the Zoo's Preschool Workshop

The Education Department announces the fall schedule of preschool workshops. The cost of each workshop is \$3.00 for Society members and \$5.00 for the general public. Registration is limited and by phone only (771-3040). The scheduled workshops include:

October 17, 18 or 19 -
For 3 and 4 year old children.

Registration:
8:30 a.m., October 1st.

"Move Like The Animals" — A movement workshop for children to observe and imitate animal movements.

November 15, 16 or 17 -
For 4 and 5 year old children.

Registration:
8:30 a.m., October 29th.

"Turkey Time" — This workshop will provide creative experiences for children to learn about birds. We will be focusing on Thanksgiving and its special bird the "Turkey".

December 13, 14 or 15 -
For 4 and 5 year old children.

Registration:
8:30 a.m., November 26th.

"Rudolph's Adventures" — This workshop will combine stories and activities to teach children about reindeer. There will be a special look at a friend of Rudolph, The Red Nosed Reindeer.

Welcome "Zoo News and Views"

"Zoo News and Views", quarterly educational publication printed in a newspaper format, is available to Society members at a special rate of \$3.00. This provides members with the opportunity of participating directly in their children's learning development by sharing adventure through animal articles, art, and games.

"Zoo News and Views" also enhances children's appreciation of animals and the Zoo. Available in two editions, the Primary issue is geared for ages seven through eight, while the Secondary issue is for ages nine through thirteen. Send name, age, address and make checks payable to Zoo Education Department: ZNV, 10001 W. Bluemound Road, Milwaukee, Wisconsin 53226.

Zoo Photo Workshop

The Education Department will again sponsor the successful Photo Workshop Program. Learn special techniques for photographing animals in a Zoo setting. Class format will include a lecture/slide presentation, photo "safari" through the Milwaukee County Zoo and a critique of participant's work. The instructor will be Andrew Holman.

Two sessions will be conducted, each session includes one full day and one half day.

Session #1:
October 27 - 9:30 a.m. to 3 p.m., and
November 3 - 9:30 a.m. to 12 noon.

Session #2:
December 1 - 9:30 a.m. to 3 p.m., and
December 8 - 9:30 a.m. to 12 noon.

Classes are limited to 25 participants. Cost of the Workshop is \$20.00 for General Public, \$15.00 for Society members. For registration forms call Zoo Education Department, Monday through Friday.

Zoo Election

Cast your vote in the fourth annual Zoo election. Vote for one animal in each category. Send your choices in by October 25th to: Zoo Election, Milw. Co. Zoo, 10001 W. Bluemound Rd., Milw. 53226.

1. Favorite new animal: choices include, Chandar the White Tiger, Obsus the baby Gorilla or Fern the baby Moose.
2. Favorite Vanishing Animal: choices include, Indian Rhino, Snow Leopard or Ruffed Lemur.
3. All around favorite Milwaukee County Zoo Animal: (Write in vote).

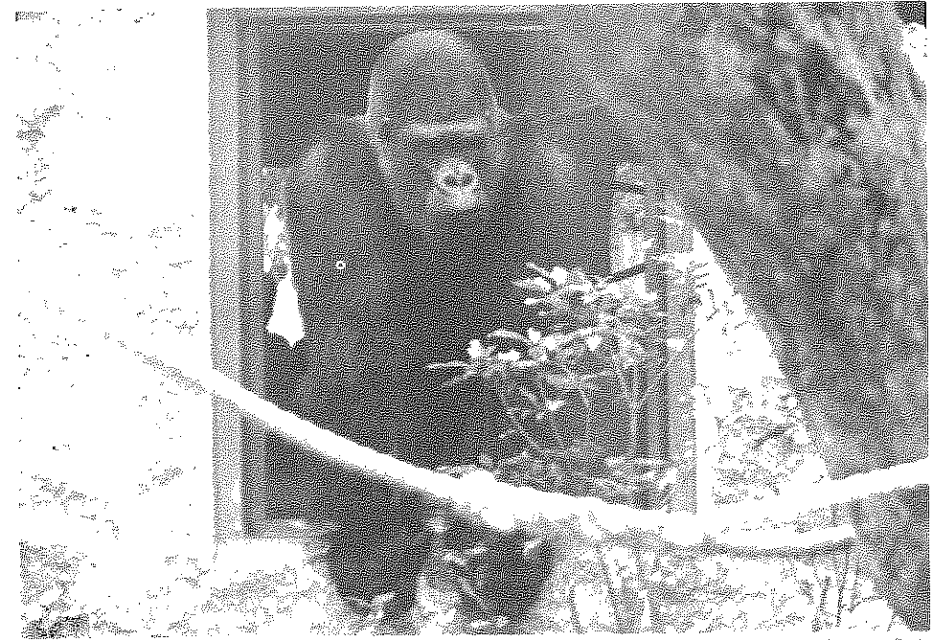
Critter Chatter Is Now Available

The Milwaukee County Zoo is offering a newsletter for parents to use with 3 to 5 year old children.

"Critter Chatter" newsletter includes short stories and poetry that may be read to children, picture activities, feature animals and home/school activities. Collectable pictures are included with every issue!

Issues will be mailed out four times a year. Subscriptions are available for \$2.00 per family (up to 3 children).

Call 771-3040, Ext. 155 for a subscription form.



David L. Denmark Photo

Primate Workshop

Adults are invited to explore the fascinating world of Primates. A special workshop is planned for Saturday, October 20, from 10:00 a.m. to 2:00 p.m. There will be an orientation on Primate Ecology and Behavior, followed by a tour of the Primate and Small Mammal House. Registration is \$2 for Society members and \$3 for the general public. Enrollment is limited to 15 participants, so interested parties are invited to call the Education Department at 771-3040, Ext. 155 as soon as possible.

Looking For Christmas Ideas?

Need an exciting gift for a preschool age child this Christmas? Why not give a preschool activity packet!! They are inexpensive, yet offer children hours of enjoyment. Each packet provides activities to do at the Zoo and at home. There are a variety of games, stories, and art activities which encourage children to gain an understanding about animals. It also offers opportunities for parents to become involved in activities with their children.

The packets provide valuable and exciting learning experiences for children. This program received a national award from the AAZPA for being the best Educational Program of 1983.

There are three parent packets available. They range in price from \$3.00 to \$5.00. For more information contact the Zoo Education Department, Monday through Friday at 771-3040.

The Zoological Society of Milwaukee County

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ZOO PRIDE

Field Trip Report

Beautiful weather accompanied the twenty-three people who made up Zoo Pride's fall trip to the Minneapolis Zoo.

On Saturday, the group enjoyed a private tour of the zoo and a guest speaker, Jimmy Pichner, Curator, for a dinner program.

Zoo Pride will continue its Field Trip Program in 1985. Current plans are for a one day trip to Brookfield Zoo in July and a fall weekend trip to St. Louis.

Bottom Left: Field Trip Coordinator, Leslie Grinker, Betty Kullmann and Alice Bertschy examine Sea Anemone in the Minnesota Zoo's Learning Center.

Top Right: Kitty and Dan Gute listen while John Tobias, Discovery Trail Curator, explains the Siberian Tiger exhibit.

Middle Right: Zoological Society Director, Ned Grede, and Zoo Pride Volunteer, Frank Kullmann help the rest of the group find the Red Pandas.

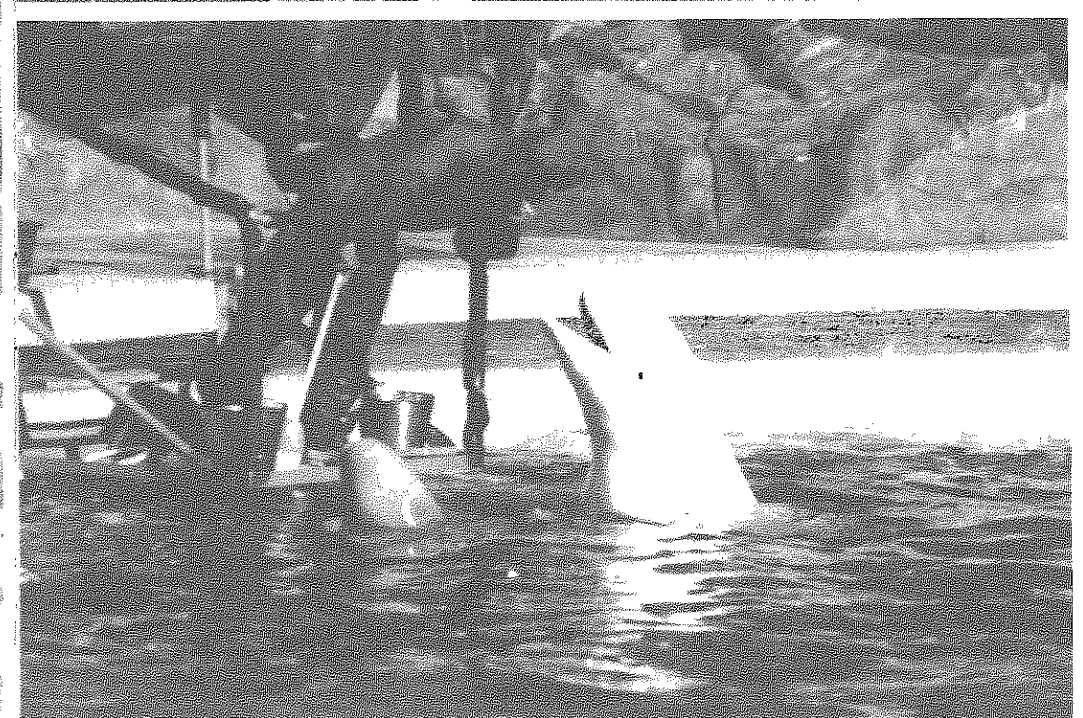
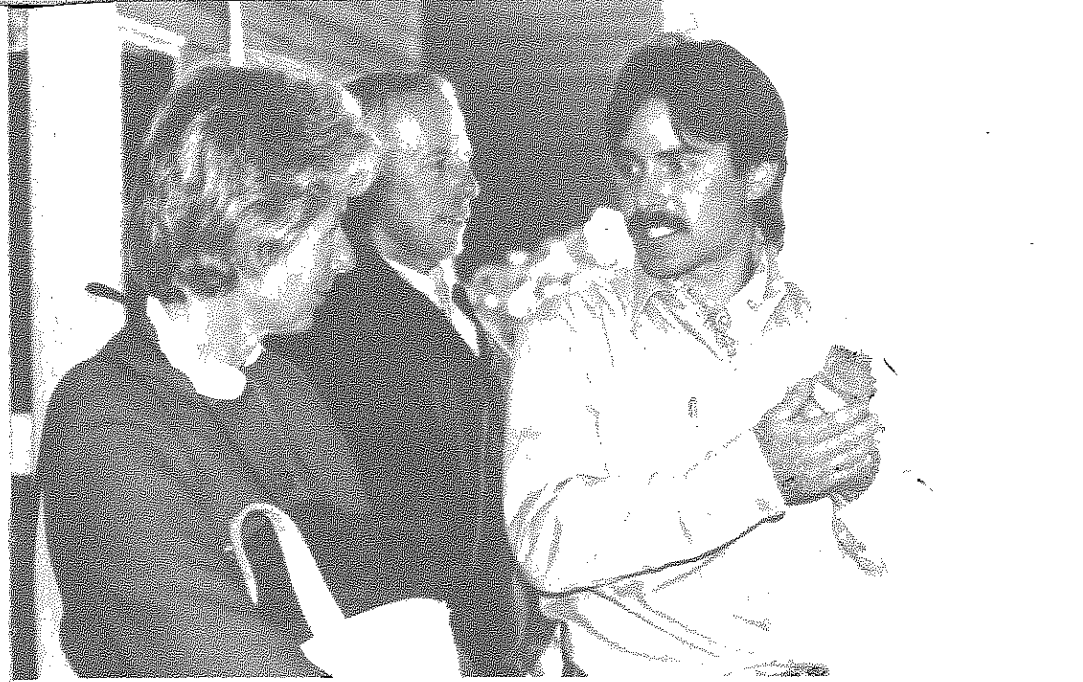
Bottom Right: Beluga Whales perform twice a day at the Minneapolis Zoo.

1985 Zoo Pride Officers/Directors

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Secretary - Beth Hoffman
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Judith Mueller
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Mary Ann Tyczkowski
Judy VanTill



AT THE ZOO

October 27 — Halloween Adventures at the Zoo! Join us for the annual costume parade and contest.

October 27 — Zoo Photo Workshop #1. Sponsored by the Education Department. 9:30 A.M. to 3:00 P.M.

November 13 · 16 — Turkey Days. School groups are invited (K-2nd grade) to participate in guided tours of the aviary and turkey crafts. Registration required. Call 771-3040, ext. 155.

November 18 — Turkey Treasure Day! Family activities planned from Noon to 3 P.M. Enjoy the beautiful Zoo grounds.

November 24 — Bear Reunion. Cub Foods special event at the Zoo celebrating our newest polar bear's arrival 11 A.M. - 5 P.M. Famous bears, including the Snuggle Bear, will greet you at the polar bear exhibit.

November 25 — Teddy Bear Picnic. Enjoy a Zoo picnic with our polar bears. Cub Foods will provide snacks and entertainment 11 A.M. - 1 P.M.

December 1 — Santa Arrives at the Zoo. Caroling with Santa, Gifts to the Animals. Call 771-3040 for details.

December 4 - 14 — Holiday School Package. Contact the Special Events Department for details 771-3040.

December 8, 9, 15, 16 — Have Lunch with Santa and the Zoo Animals. Contact the Special Events Department for details 771-3040.

December 17, 18, 19, 20 — Holiday Ani-Magic! Enjoy the beautiful night lights program, caroling and other special holiday activities. Call 771-3040 for details.

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