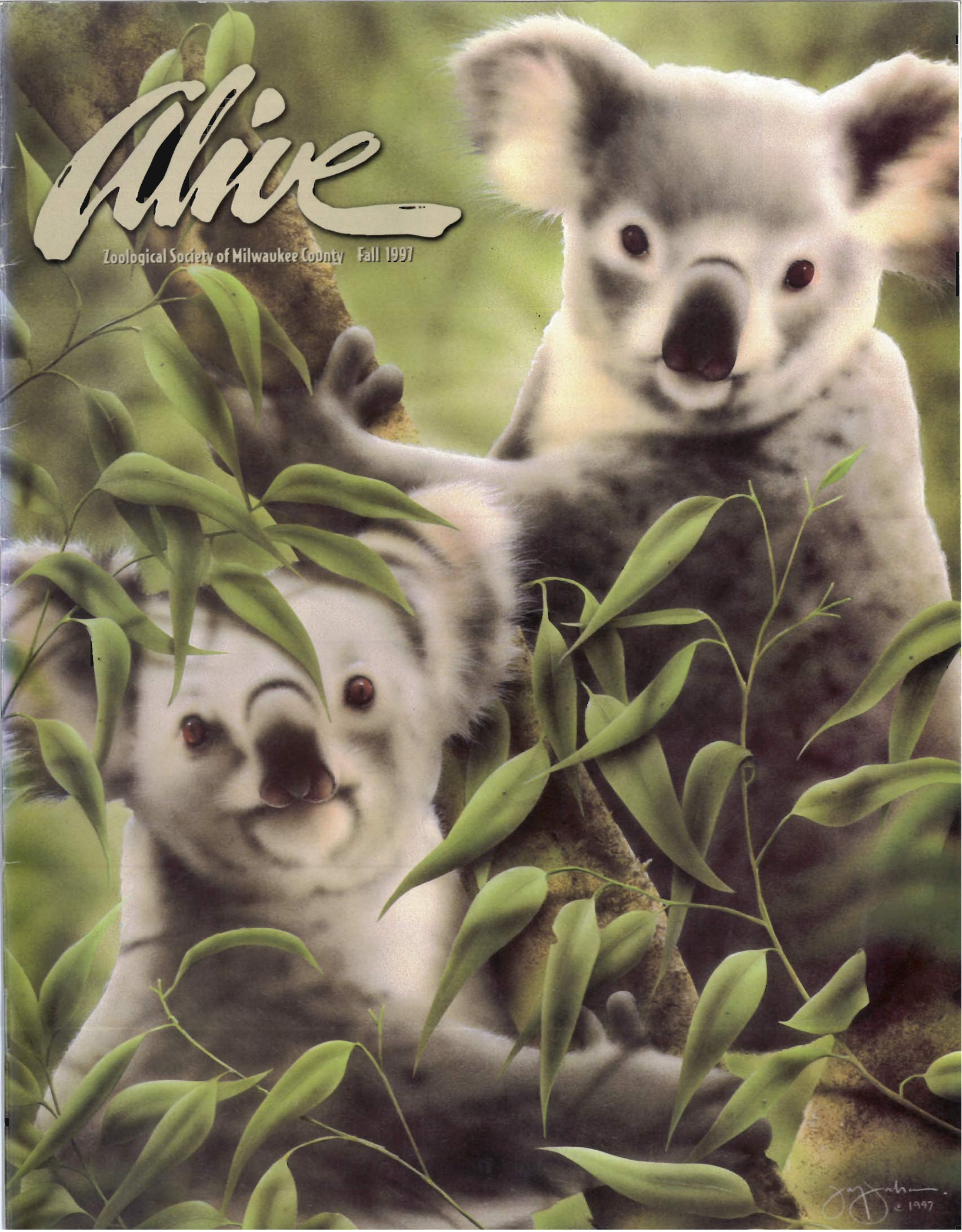


# Alive

Zoological Society of Milwaukee County Fall 1997



*Jay Johnson*  
© 1997



It won't take you long to notice...this is the first issue of our members' magazine to be printed in color! We celebrate this step with enthusiasm and great excitement and—we want you to know up front—that we make the upgrade at no additional cost to the Zoological Society.

Committed to improving the quality of our publications and conscious of putting as many dollars toward the Zoological Society's mission as possible, we are relying on technological advances in the printing industry, the generosity of Sells Printing, and one minor change in the format of this magazine to make the four-color printing of *Alive* affordable. The single change moves the Calendar, which used to be a fold-out off the back cover, to an expanded pullout section (centerfold).

Also in this issue we celebrate the launch of an international conservation education project that we hope will contribute to the long-term survival of birds that migrate between North America and Central/South America. The program, called *Birds Without Borders-Aves Sin Fronteras*, is the product of years of research, cultivation of private landowners who have generously donated land for migration stopover sites, and building partnerships with state and international research groups. A bird lover myself, I am thrilled and gratified to see this program get off the ground and am proud of the quality staff we've hired to implement the project. On behalf of the neotropical birds to benefit from this exciting, important project, I am deeply grateful to the Zoological Society membership and the Foundation for Wildlife Conservation, our partner in conservation and education, for their support.

Gil Boese, Ph.D., President  
Zoological Society of Milwaukee County



The mission of the Zoological Society is to support the Milwaukee County Zoo, educate people about the importance of wildlife and the environment, and to take part in conserving wildlife and endangered species.

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**WOLF ORNAMENT**

Animal portraits in pewter—that's a specialty of Port Washington craftsman Andy Schumann. And he has designed a charming wolf and pup howling together as this year's holiday tree ornament. These hand-crafted, free-form animals also make wonderful pendants worn with a ribbon. Your gift tells someone how much you love animals and support the Zoological Society's effort to conserve them. Each ornament is \$14 (not tax-deductible). To order with a credit card, call the Zoological Society at (414) 258-2333. Price includes sales tax and mailing costs.



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*Koalas in Eucalyptus*  
Artwork by Jay Jocham

## Australia's Habitats:

# Exotic and Endangered

One lasting impression of the Milwaukee County Zoo's new Koala Walkabout and remodeled Australia Building is the exotic beauty of the Australian wilderness: the entrancement of a colorful yet venomous Lion Fish of the Barrier Reef, the joyful languor of kangaroos lounging in the dust, the insouciant mien of a koala feeding on eucalyptus leaves.

Another sense, sadly, is the fragility of their habitats. The threats posed to the Great Barrier Reef — the world's largest coral formation — exemplify the problems posed to wildlife by pollution and loss of critical habitat.

"The whole purpose of the Barrier Reef exhibit is to call people's attention to the imminent dangers reefs are in," says Craig Berg, aquarium & reptile curator at the Zoo. Pollution, mining, development and other forces have killed about 10% of the world's reefs. Without protection, scientists fear that another 60% could be destroyed in 20 years.

To understand the dangers posed to reefs, consider their building blocks. The foundation of the reef is a small coral animal, called a polyp, related to jellyfish and anemones. These coral polyps live inside hard, hollow skeletons that, when joined together, form the hard structure of a reef. Softer, swaying corals in vibrant colors pulsate atop their harder cousins, lending reefs an other-worldly appearance.

Reefs play host to scores of fish that provide food for animals and people. They also form buffers that help prevent shore-

**R.T., the Zoo's new male koala, is popular with zoogoers because he is playful and seems to like visitors.**

line erosion, draw adventure-seeking, conservation-minded tourists, and serve as a source for pharmaceuticals that hold promise in the treatment of cancer, AIDS and other diseases.

Located off the northeast coast of Australia, the Great Barrier Reef forms broken chains of coral for 1,250 miles. Milwaukee's exhibit is a mere fraction of that size, but its three aquariums offer a



snapshot of life on the Barrier Reef.

"Ours is not a typical coral reef exhibit," Berg says. "It's actually a close-up picture of the reef." Don't expect a profusion of fish at this exhibit. Reef animals, Berg explains, are highly territorial, hovering and darting among the coral formations in staking their claims.

Zoo officials, recognizing the fragility of the coral habitat, have opted to fill



their tanks primarily with cultured fish rather than taken off a reef. Berg introduces us to a few of them. Look for the Clownfish in the undulating, stinging tentacles of an anemone. These fish have formed an association with the deadly anemone and are immune to its venom. Keep your eye on crevices in rocks and coral. Here, shrimps and invertebrates hole up and wait to seize food as it passes by.

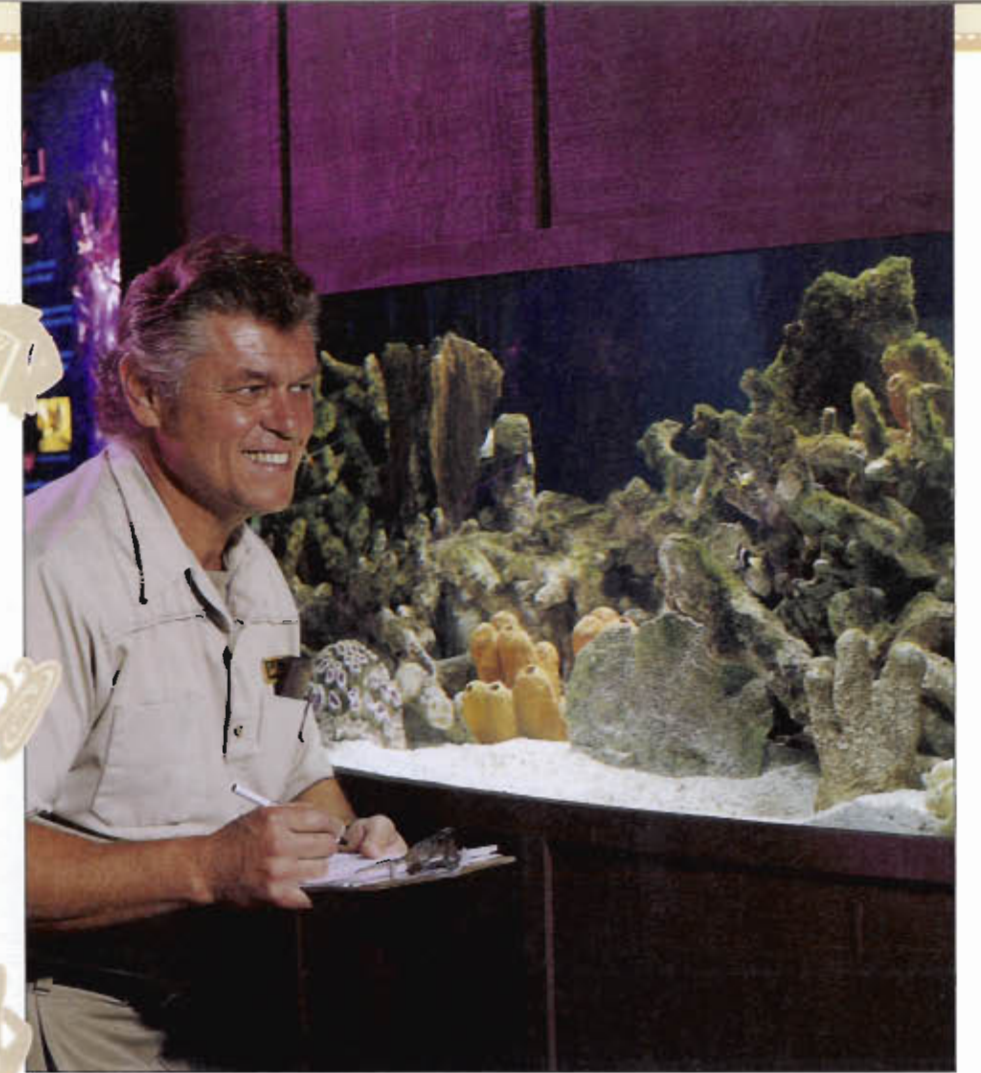
You won't need a keen eye, however, to spot the Lion Fish. "It's very, very gaudy, bright red and white with feathery fins and venomous spines," Berg says. "It pretty much stays by itself. It's a crab and fish eater."

Berg notes that the exhibit owes its natural, lifelike look to All-Glass Aquarium Co. of Franklin, which donated \$20,000 in aquarium tanks and other materials to create the exhibit. "I really like the fact that these aquariums are made of glass," Berg says. "Most other exhibits with curved fronts are made of acrylic. Acrylic is thick, scratches pretty easily and shows its age. But these glass tanks are very thin and there's little distortion."

The Zoological Society of Milwaukee raised the money for the Australia Building's renovation through its 1996-'97 Annual Appeal.

Berg hopes that the close-up view of reef life will create more interest in saving these important resources and draw attention to the hazards threatening them. Runoff and discharge from development and deforestation have clouded streams, that then feed oceans with silt. Those sediments

*continued on next page*



### ON THE JOB Dave Renock, Zookeeper

Dave Renock knows his way around the Zoo. With 23 years' experience as a keeper at the Milwaukee County Zoo, Renock has cared for animals as large as elephants and bears to as small as tiny mollusks.

But learning the myriad tasks involved with maintaining the Australia Building's new Barrier Reef exhibit has prompted Renock to learn a new set of skills.

"After years of working exclusively with mammals and birds, adding an aquarium to Dave's responsibilities offers new opportunity for expanding Dave's expertise," says Elizabeth Frank, the Zoo's curator of large mammals. "And Dave is up to the challenge."

"Initially, it was very confusing," Renock says. "It was arduous learning a system I really knew nothing about." The task requires him to combine the skills of a plumber, the knowledge of a chemist and the care of a zookeeper.

The reef exhibit includes three aquariums that provide a saltwater environment. Achieving the conditions that will allow the exhibit's various fish and invertebrates to survive can take months. Water samples are tested twice daily to ensure the health of reef residents.

"Maintaining the right chemical levels is an ongoing task," Renock said in August, just after the reef exhibit opened. "We're somewhat stable right now, and the fish seem to be doing well. But it will probably be four to six months before we're at the right levels. Right now, it's a critical time."

As the conditions stabilize, Renock and Zoo officials will continue to add more animals to the exhibit. "There's a science and an art to doing it," Renock says.



The new Koala Walkabout offers visitors a winding wooden deck from which to get very close to a koala.

cover shallow reefs and rob them of the sunlight they need to survive.

The quality of that sunlight, too, has an effect on corals. The thinning of the atmosphere's ozone layer has allowed a greater input of ultraviolet light that can damage reefs, he says.

Global warming also may endanger coral. Shallow-water residents, coral cannot survive in water temperatures that exceed 80 degrees.

Visitors concerned about protecting reefs are encouraged to offer coins to the Marine Conservation Meter that will be installed near the reef exhibit. Karin Newman, Milwaukee County Zoo's registrar, says donations to the meter will help protect and monitor one of the richest coral reefs in the world, at Komodo National Park in Indonesia.

The Zoo's Australia Building has another new exhibit, the outdoor Koala

Walkabout, which is a wooden viewing deck with a thatched roof for visitors to observe one of the koalas in a tree, either sleeping (koalas sleep a lot) or munching eucalyptus leaves. "Normally you are behind a moat or behind a fence," says Dr. Gil Boese, president of the Zoological Society. "This looks over a deck railing right into the exhibit."

The newest koala, called R.T., is a favorite of Walkabout visitors because he's often more active than his female companions, Quilpie and Dajarra. "R.T. also seems to spend a lot of time looking at people," says Bess Frank, curator of large mammals at the Zoo. "It's almost as though he climbs to the top of his tree and poses there."

Koalas, incidentally, are marsupials, and not bears, despite their cuddly appearance. They, too, face a threat to their existence as development in their native

Australia destroys key habitat. Here, their lives are much more serene.

But don't expect the koalas to be walking about in any kind of weather. No fools, the koalas stay inside when the temperature dips below 65 degrees or soars above 85.

"They don't care much for pouring rain either," observes Frank.

No matter, their indoor enclosure, opposite the Barrier Reef exhibit, is a fine place to view R.T., Quilpie and Dajarra at rest and play. R.T., who comes to Milwaukee by way of the San Francisco Zoo and Lincoln Park Zoo in Chicago, has a mission.

"R.T. was sent here with the hope that he would breed with our females," Frank says. "Let's hope he finds them attractive."



## Exploration Center Enhances Workshops

From high-tech to low-tech, from live animals to animal bones, from an encyclopedic information bank to a simple animal book — the Zoological Society's new Animal & Environmental Exploration Center for Families has it all.

In a classroom converted to include three themed "learning zones" that stimulate the senses, the new exploration center, funded by Harley-Davidson Foundation and Ronald McDonald House Charities of Eastern Wisconsin, is being used this fall for enrichment workshops for children ages 3-6 and for family workshops directed to families with children ages 4-10. It is not a walk-in center like a museum, but, rather, an enhanced classroom used for interactive workshops.

"Children and families like to learn through hands-on activities, and that's what we're providing," explains Mary Thiry, director of the Society's Education Department at the Zoo. "This room also gets youth and parents working together. For example, in the learning zone called Showing for a Limited Time, which focuses on endangered species, families can search several computer programs together. Based on what they learn, the kids will attach animal cutouts to a felt-board world map." Thus, they will get an immediate visual picture of where endangered animals live.

"And families can continue their learning with take-home activity sheets about the animal or environmental topic of the month," adds Thiry. "This helps them continue learning beyond the classroom and the Zoo. It provides activities that families can do together in their own neighborhoods."



Zoological Society educator Kerry Scanlan (back center) helps children use a computer to access information about endangered species in the "Showing For a Limited Time" learning zone within the new Family Animal & Environmental Exploration Center.



Visitors view the terrarium in the Earth, Air & Water learning zone.

In addition to the Showing for a Limited Time learning zone — which will be accessing Microsoft programs on ani-

mals, computer disks on Milwaukee County Zoo animals, and up-to-date animal data on the worldwide web — two other learning zones will take a more homey low-tech approach.

In the zone called Diversity of Life, young children sit in a green simulated gorilla nest, complete with quilts and pillows. Here they and their parents can read books about animals and the environment. Nearby a large, textured tree offers three mysterious holes in its trunk. A child reaches into a hole and feels an animal skull or a snakeskin and has to guess what she's touching.

In the zone called Earth, Air, Water — designed to teach children about the environment and habitat issues facing animals in the wild — a glass terrarium features a live animal such as a turtle, snake, fish or small mammal. Children can view

the animal from the side, from above or, if they crawl in a cave under the terrarium, from underneath.

One of the best parts of the center is that it is ever-changing. Each month there will be a

new theme, such as Australian animals or rain-forest birds, and all three learning zones will focus on that theme.

The \$30,000 in grants provided equally by Harley-Davidson Foundation and Ronald McDonald House Charities includes money for 85 scholarships for low-income families. Thirty of those scholarships will go to families at the Milwaukee Women's Center Shelter for Battered Women. If you know of families that could use any of the other 55 scholarships, please call (414) 256-5424. Additional support for the center was provided by the Glenn and Gertrude Humphrey Fund and the Robert W. Baird & Company fund. The center is expected to serve more than 6,600 participants a year.

# Saving the Songbirds

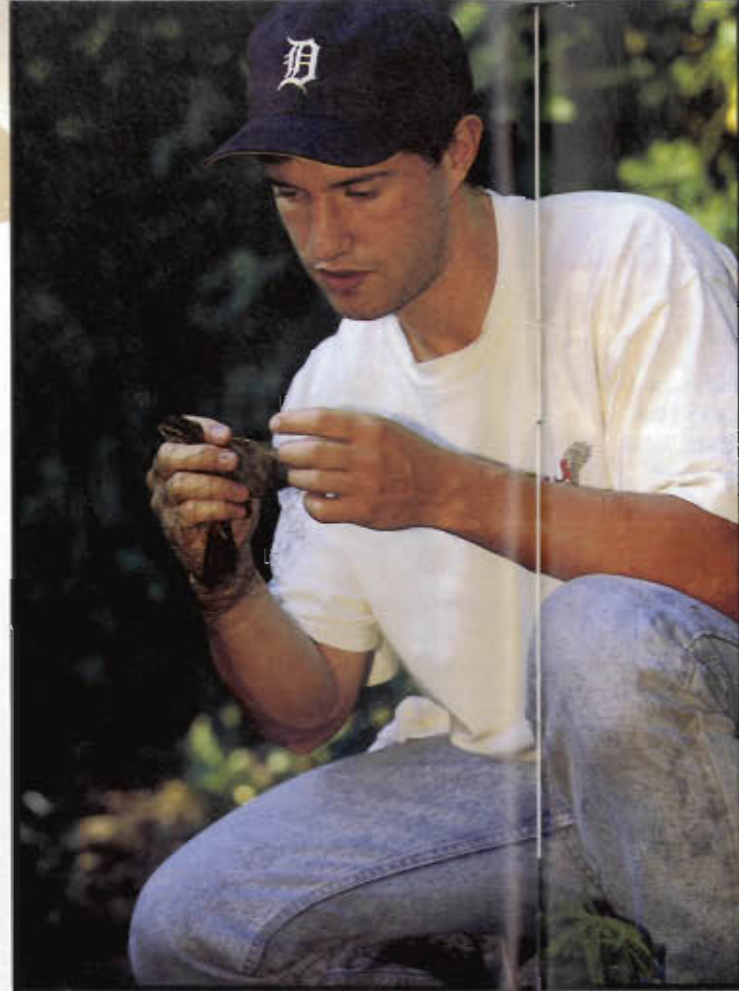
The lilting trills of Wisconsin's songbirds bring pleasure even to those who don't know a Wood thrush from a Yellow-throated warbler. And these insect-eating birds are a boon to anyone who spends time outdoors.

But some fear that their songs will be stilled — or at least diminished. Biologists have documented a decline in the populations of birds that migrate between southern climes and the United States and Canada.

So this year the Zoological Society of Milwaukee and its partner, the Foundation for Wildlife Conservation, have begun a five-year international project to help save the birds. Called Birds Without Borders—*Aves*

*Sin Fronteras*, the project was initiated by Dr. Gil Boese, president of the Zoological Society, who has been traveling to parts of Wisconsin and to the Central American country of Belize during the last few years to set the stage for this major undertaking. The project has three goals: research, education and the involvement of private landowners in conservation.

First, our researchers will be determining which birds are breeding at our three study sites in Wisconsin and which



LEFT: Andy Bacon removes a Song sparrow from a net at the Pewaukee study site. The sparrow was banded, examined and then released.

wooded or grassy bird habitats. No one really has defined what size of a fragmented woodland or grassland is adequate as a migration stopover site, however, says Piaskowski.

Secondly, with the first summer's research completed in Wisconsin, Piaskowski will head to Belize to organize Belizean researchers

who will study some of the same migrant birds in their winter homes. The Zoological Society of Milwaukee has a good working relationship with the Belize Zoo, which we help support. So one of the research sites in Belize is the Belize Zoo's Tropical Education Center and adjacent private land in the east-central part of that country. The other site is the privately owned Chaa Creek resort and natural-history area in western Belize in the foothills of the Maya Mountains.

Because migratory birds comprise only 20% of Belize's birds, the Belize crew also will study resident Belizean birds that don't migrate, including some that are endangered.

The education component of the project is designed to reach three audiences: the general public, elementary and secondary students, and college students. Each year in spring and fall researchers will present public programs about birds in communities near the study sites. In



international coordinator of the project. Neotropical birds are those that migrate between North America and Central American countries such as Belize as well as areas in South America. The resident birds will be a control group, studied so researchers can determine if their life cycles are affected, or if only the neotropical birds are threatened.

The project picked distinctively different habitats to study: a Pewaukee wetland and adjacent deciduous forest, a marsh and restored native grassland near Rosendale in the Horicon Marsh area, and a northern coniferous bog forest near Land O' Lakes. This will help researchers determine which sites may be best for breeding and which may be valuable as stopovers during the birds' twice-yearly migrations.

"In 1998 we will evaluate the study sites as migration stopover sites," says Piaskowski. Research has shown that suburban development has chopped up many

birds are using the sites as migration stopovers where they rest and feed. They will be counting, banding and examining birds as well as monitoring nest sites.

"We will study both resident bird species that don't migrate (such as Black-capped chickadees) and neotropical migrants," says Vicki Piaskowski,

In Belize, Mick Fleming, owner of the private Chaa Creek resort and Natural History Centre, shows researcher Vicki Piaskowski a site that will be used for bird research.



Researchers Andy Struck and Michelle Dent monitor a Sedge wren nest at the Rosendale grassland study site near Horicon Marsh.

continued on next page

## Saving the Songbirds



Tony Garel (left), supervisor of the Belize Zoo and its Tropical Education Center, explains the trail system to researcher Piaskowski and Dr. Gil Boese, president of the Zoological Society of Milwaukee.

March 1998, for example, Piaskowski will give a free program in Pewaukee describing the results of the 1997 bird research.

Meanwhile, the Zoological Society's Education Department will be coordinating workshops for children in grades six through nine using the "One Bird, Two Habitats" curriculum developed by Wisconsin's Department of Natural Resources. Children both in Wisconsin and Belize will do field observation of birds at study sites near their schools (and at the Milwaukee County Zoo).

"The children in Belize and Wisconsin will be communicating back and forth through the Internet," says Piaskowski. "My staff and I will be going to the schools so the kids can meet researchers. We hope to encourage children to consider science as a career."

Researchers Jane Hartwig and Aaron Brees pause while setting up the Land O' Lakes study site in northern Wisconsin.



The third educational component is the hiring of college students in Wisconsin and high school graduates in Belize as research interns. "They will be trained in how to do field research on birds and to identify birds and bird songs," says Piaskowski. "These research skills will be valuable if they pursue science careers."

The cooperation of private landowners is a key aspect of this project. "The majority of bird research now is done on federal or state land or on privately owned preserves such as Nature Conservancy

lands," says Piaskowski. "Our goal is to have the privately owned lands we are using as study sites serve as models for land management. We will then teach interested landowners how to manage their land to benefit birds. We hope that this will emphasize the impact that one individual, or a group of individuals, can have on conservation."

Piaskowski adds that she has enjoyed working on this project with Dr. Gil Boese, a zoologist himself, "because he has had a clear vision for this project. He worked on getting everything set up for many years before we actually started it."

Birds Without Borders - *Aves Sin Fronteras* obviously is a big project and needs cooperation from many people. "We're collaborating with a number of state and international research groups, including the Wisconsin Breeding Bird Atlas (which is documenting bird species breeding in Wisconsin), the Midwest Working Group of Partners in Flight, the Nature Conservancy, BBIRD (a North American nest-monitoring project), and Programme for Belize," says Piaskowski.

"Birds are beautiful," she says. "We enjoy their colors, we listen to their songs and we benefit from their role of managing insects in our ecosystem. Now it's time to understand what impact we humans may be having on birds, how that may affect us in the future and what we can do about it."

## KIDS!

When you are finished reading this page, get out your crayons and color the animals, just like in your coloring books.

# Alive

pull out pages

ZOOLOGICAL SOCIETY OF MILWAUKEE COUNTY FALL 1997

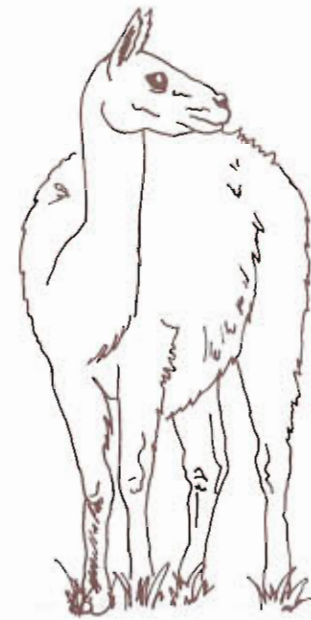
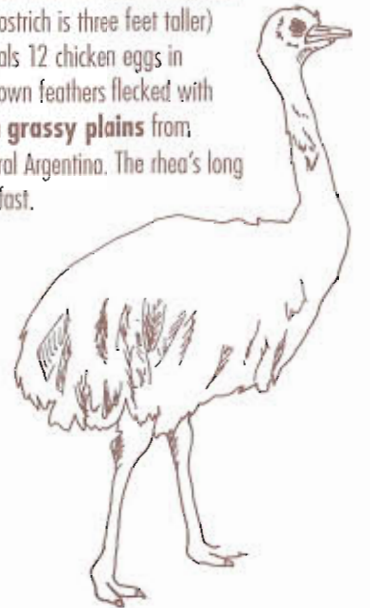
for kids and families

## Animals of South America

SOUTH AMERICA is a continent of diverse habitats. It has about one-third of the world's rain forests, some of the highest mountains on Earth (the Andes), and vast grasslands. The rain forests alone contain thousands of species of animals. At the Milwaukee County Zoo, we have several South American animals that are on exhibit throughout fall and winter. Here are three of them. On your next visit to the Zoo, take along a notebook and make a list of our South American animals and the type of habitat they live in.

### RHEA

Rheas are large flightless birds, sometimes referred to as the South American ostrich. Rheas may stand up to five feet tall (an ostrich is three feet taller) and weigh 44-55 pounds. One rhea egg equals 12 chicken eggs in volume. Rheas have shaggy, gray-brown feathers flecked with white. The greater rhea lives on **grassy plains** from Bolivia and Brazil to central Argentina. The rhea's long legs allow it to run fast.



### ALPACA

Alpacas are long-necked mammals found in the **Andes Mountains** of central Peru to western Bolivia. Because they graze among grasslands, meadows and marshes at high elevations, they have lots of red blood cells so they can get enough oxygen from the thin mountain air. Alpacas are related to llamas. The coat of the alpaca ranges from pure white to rich brown and sometimes is multicolored. Alpaca wool is used for clothes, blankets and even rope.



### SLOTH

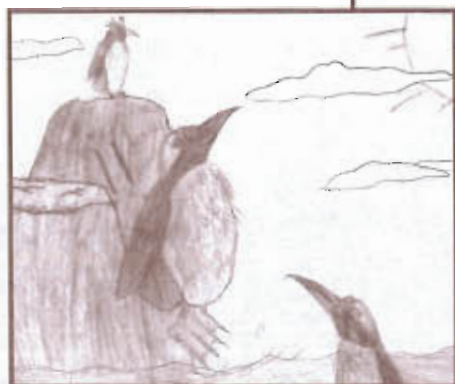
Sloths live, usually hanging upside down, in **tropical rain forests** throughout most of Central and South America. Adults weigh 8-25 pounds. Their coat is stiff, coarse, and gray-brown to beige in coloration. But they may look green because of algae that grows in their hair and helps camouflage them in trees. Sloths are uniquely slow-moving animals. (A human being who is called a sloth is considered lazy.) Sloths are leaf eaters who sleep during the day and eat at night.

## Animals of South America

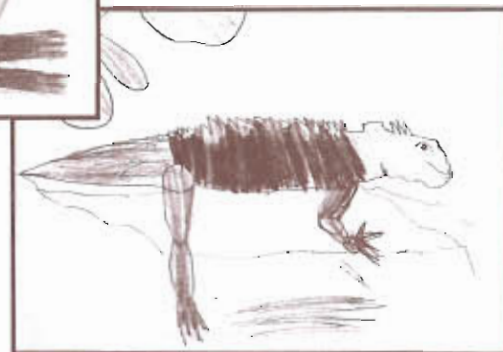
We have many penguins at the Milwaukee County Zoo that come from South America: Humboldt Penguins, which are endangered, Rockhopper Penguins and King Penguins. Children in Zoological Society drawing classes at the Zoo drew their versions of penguins and an iguana. Iguanas also live in South America.



KING PENGUIN  
by Justin Beams, 9, of Pewaukee



ROCKHOPPER PENGUIN (TOP)  
AND KING PENGUINS  
by Kate Manegold, 8, of Elm Grove



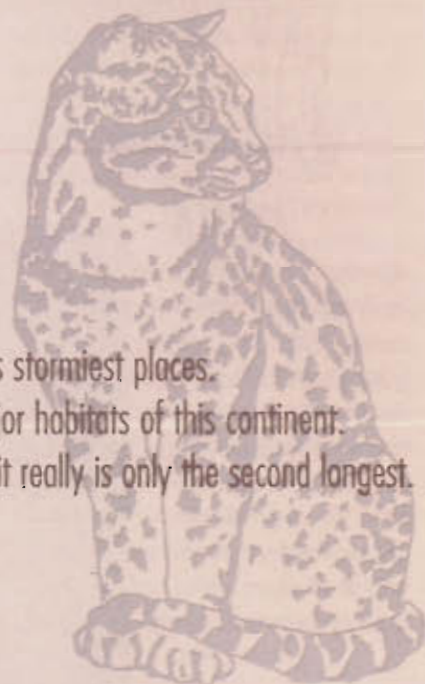
IGUANA  
by Aaron Sweet of Brookfield

## The South American WORD Game

Fill in the blanks below. You may need to visit the Zoo, look through this magazine or use your library to research the answers.

- Sloths are found in tropical \_\_\_\_\_.
- Ocelots live in South America and are members of the \_\_\_\_\_ family.
- Upside down is how this animal lives: \_\_\_\_\_.
- The \_\_\_\_\_ is South America's largest bird.
- How long is the Amazon River? \_\_\_\_\_ miles

- At the very southern tip of the continent is Cape \_\_\_\_\_, one of the world's stormiest places.
- Mountains, \_\_\_\_\_ and \_\_\_\_\_ are the three major habitats of this continent.
- Even though we think of this river, the \_\_\_\_\_, as the world's longest, it really is only the second longest.
- R \_\_\_\_\_ are sometimes called the South American Ostrich.
- It is a relative of the llama and is raised for its wool: \_\_\_\_\_.
- Capital of Brazil is \_\_\_\_\_.
- A \_\_\_\_\_ Desert: This is considered the driest place on Earth.



Answers on next page →

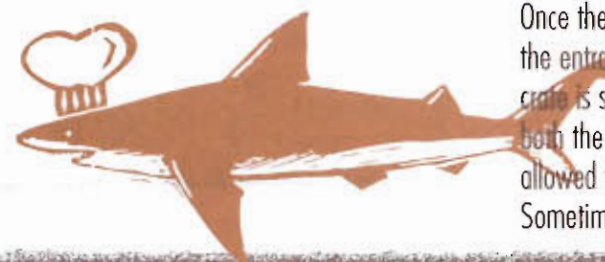
## CURIOUS CORNER

**Mitchell Colker**  
Milwaukee

Dear Mitchell,  
To answer your question, "**What does a snake use its tongue for?**" A snake uses its tongue much like we use our nose: to smell. According to a great magazine, entitled *ZooBooks-Snakes*, "A snake flicks out its moist tongue to pick up smells from the air and ground. The tongue then brings the smells into the mouth, where they are 'tasted' by a special organ called the Jacobson's organ [or glond]."

**Charlie Hohenstein**  
Age 7

Dear Charlie,  
You had a good question: "**How do sharks eat under water?**" I consulted with Craig Berg, curator of the Zoo's Aquatic & Reptile Center. He said that sharks are able to eat under water because they tear off a piece of flesh from their prey, gulp it down into their stomach and any excess water that is taken in is passed out through their gills.



**Becca Matteson, age 7**  
East Troy

Dear Becca,  
Many people want to know the answer to the question you asked: "**How do giraffes sleep?**" Our giraffes generally sleep with their back legs folded and curl their front legs under their sternum (breast bone) — leaning slightly off to one side. Mostly they sleep with their head up to be alert, but sometimes they curl their head down onto their back. Giraffes have short sleep cycles. They usually sleep only 30 minutes to 1 hour at a time. Come see our youngest giraffe, Rosza, who just celebrated her first birthday on Sept. 14, 1997.

**Kim Rogge, age 10**  
West Allis

Dear Kim,  
You wanted to know: "**How are animals shipped to the Zoo, and what do they travel in?**" Many animals are shipped in wooden crates by plane or truck. Once the crate arrives at the Zoo, it is butted up against the entrance to the exhibit that will hold the animal. The crate is secured so that it won't move, then the doors to both the crate and the exhibit are opened. The animal is allowed to move into the exhibit at its own pace. Sometimes it takes hours.

### Dear Curious Corner Questioners:

Thanks for all your questions. My sister, Dr. Karissa Zoology, has joined me in helping answer your questions. We look forward to more of your interesting inquiries. Send your questions to:

Curious Corner  
Zoological Society  
10005 W. Bluemound Rd.  
Milwaukee, WI 53226.

Your friends in science,  
*Dr. Marisa Zoology*  
*Dr. Karissa Zoology*



South American Word  
Game Answers:

Rain forests; cat or feline;  
sloth; rheu; Amazon is  
4,000 miles long; Cape  
Horn; grasslands and rain  
forests; Amazon; rheos;  
Alpaca; Brazil;  
Atacama Desert;

# JUNIOR SCIENTIST

## COLLECTIBLE ANIMAL CARDS

Color in these animals from South America, cut apart the cards and add them to your animal-card collection. (Note: Don't cut out the cards until you've read the backside of this page.) All animals in this series are animals you can see at the Milwaukee County Zoo.

BIRD

### MILITARY MACAW



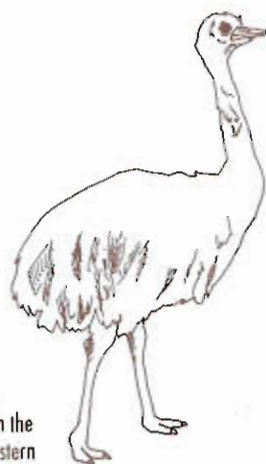
**SCIENTIFIC NAME:** *Ara militaris*

Macaws are the largest member of the parrot family. They are found only in rain forests from Mexico to Bolivia. The Military Macaw is about 30 inches long and can live 70-75 years or more in captivity.

- STATUS:** Several species of Macaw are highly endangered.
- DIET IN THE WILD:** Fruit, seeds, dead animals and clay  
**ZOO DIET:** Seeds, fruits and vegetables
- FUN FACT:** Macaws use their feet like hands to manipulate and move objects and food. They will favor one foot over the other in the same way that humans are either "right-handed" or "left-handed."

BIRD

### RHEA



**SCIENTIFIC NAME:** *Rhea americana*

Rheas are the largest birds in the Americas. These flightless, brown-feathered birds live in grassy plains (pampas) of South America, from the Patagonia region (east of the Andes) to the eastern coast and from Brazil in the north to parts of Argentina. Sometimes called South American ostriches, rheas grow only 5 feet tall and have three toes while ostriches grow up to 8 feet tall and have two toes.

- STATUS:** Common, but is faced with habitat loss from ranching
- DIET IN THE WILD:** Plants, insects, small mammals  
**ZOO DIET:** Rotite pellets, bread, spinach
- FUN FACT:** The female rhea is voiceless, but the male has a booming call.

MAMMAL

### TAYRA



**SCIENTIFIC NAME:** *Eira barbara*

This weasel-like carnivore ranges from the forests of southern Mexico and Central America as far south as northern Argentina and the island of Trinidad. Tayras can grow almost four feet long from head to tail and weigh 10 pounds.

- STATUS:** Remaining populations are small and threatened by habitat destruction and hunting.
- DIET IN THE WILD:** Rodents, rabbits, birds, small deer, honey and fruit.  
**ZOO DIET:** Primate diet, meat, dogchow, bananas and carrots
- FUN FACTS:** Long ago native South Americans tamed tayras and used them to control rodent populations.

MAMMAL

### JAGUAR



**SCIENTIFIC NAME:** *Panthera onca*

Jaguars live throughout the forests of Central and South America and range from Mexico to Argentina. A large male can reach eight feet long from head to tail and weigh up to 250 pounds. Jaguars are either spotted or melanistic (all black).

- STATUS:** Endangered due to unregulated hunting and habitat loss.
- DIET IN THE WILD:** Peccaries, deer, and rodents as well as turtles, frogs and fish. It has even been known to eat small coimons.  
**ZOO DIET:** Specially prepared ground meat with an occasional ox tail to clean the teeth.
- FUN FACTS:** The jaguar and the leopard are very similar in their body outlines. However, the jaguar has a more heavily built body, with stocky legs and a short neck. Its jaw is larger and more powerful than the leopard's.



## GOTTA MATCH?

We need your help in **s-t-r-e-t-c-h-i-n-g** the financial support we give to the Zoo. Many corporations will match the gifts made by their employees and retirees to a qualified non-profit organization.

The Zoological Society has been fortunate to receive thousands of dollars in matching gifts that enable us to continue our ever-increasing support of the Zoo through animal habitat improvements, conservation program funding and expanded educational opportunities.

Companies usually match the tax-deductible portion of your gift, which means that your membership, animal sponsorship and annual appeal contributions could qualify.

Because most companies require that their matching gifts be fully tax-deductible and go strictly to the non-profit organization, the matching-gift money from your company will not increase your membership level, sponsorship level or Annual Appeal level; rather, it is considered as a separate donation from your company. We plan on highlighting our participating corporations twice a year in this magazine. If your employer is not currently on the list, we ask for your help in requesting that your corporation consider the Zoological Society of Milwaukee as a matching gift recipient.

Your contribution to the Zoological Society of Milwaukee County can have double the impact if you work for one of the matching gift companies below. Double your dollar in three easy steps:

1. Locate your company's name on this list. If your company isn't on our list, find out if it has a Matching Gift program.
2. Obtain a matching gift form from your personnel or charitable giving office.
3. Send the completed form with your gift donation to the Zoological Society, 10005 W. Bluemound Road, Milwaukee, WI, 53226.

### COMPANIES WILLING TO MATCH GIFTS - AS OF 10/1/97

ALLEGHENY INTERNATIONAL, INC.  
OSTER/SUNBEAM CO.

AMERICAN EXPRESS  
BALCOR CORP.  
SHEARSON LEHMAN HUTTON, INC.

AMERITECH  
AMERITECH APPLIED TECH. INC.  
AMERITECH AUDIO SERVICES, INC.  
AMERITECH CREDIT CORP.  
AMERITECH DEVELOPMENT CORP.  
AMERITECH INFORMATION SYSTEMS, INC.  
AMERITECH MOBILE COMMUNICATIONS, INC.  
AMERITECH PUBLISHING, INC.  
AMERITECH SERVICES  
ILLINOIS BELL TELEPHONE CO.

ARCHER-DANIELS MIDLAND FDN.

ARMCO INC.

AT&T CORP.

AUTOMATION PRODUCTS

BANC ONE WISCONSIN FDN.  
BANC ONE INTERNATIONAL SERVICES CORP.  
BANC ONE VENTURE CORP.  
BANC ONE WISCONSIN TRUST CO. NA

BECOR WESTERN FDN., INC. (USE BUCYRUS-ERIE CO.)

BF GOODRICH  
ARROWHEAD INDUSTRIAL WATER

BROWNBERRY-BEST FOODS

BAKING GROUP (CPC INT.)

BRUNSWICK FDN. INC.  
BRUNSWICK INTERNATIONAL, LTD.  
MERCURY MARINE  
VAPOR CORP.

BUCYRUS-ERIE CO. (FORMERLY BECOR WESTERN, INC.)

CHAMPION INTERNATIONAL CORP.

CHEMICAL BANK

CIGNA FDN.

CNA FDN.

COCA-COLA CO.

COOPER INDUSTRIES, INC.  
COOPER LIGHTING DIVISION  
GARDNER-DENVER INDUSTRIAL  
MACHINERY DIV.

CORNING INC.

REVERE WARE CORP.

CRAY RESEARCH INC.

DIGITAL EQUIPMENT CORP.

EATON CORP.

EQUITABLE FDN.

EXXON CORP.

FIREMAN'S FUND CORP.  
FIREMAN'S FUND INSURANCE CO.  
NATIONAL SURETY CORP.

FIRST BANK MILWAUKEE

HOUGHTON MIFFLIN CO.

HOUSEHOLD INTERNATIONAL

IBM CORP.

ILLINOIS TOOL WORKS FDN.

IMO INDUSTRIES

INDUSTRIAL ELECTRIC WIRE & CABLE, INC.  
JOHNSON CONTROLS INC.  
JOHNSON CONTROLS INTERNATIONAL INC.

JOHNSON & JOHNSON

KEMPER SECURITIES GROUP, INC.

KIMBERLY - CLARK FDN.

KMART CORP.

BUILDERS SQUARE  
WALDEN BOOKS

MAY DEPARTMENT STORES CO.



## COMPANIES WILLING TO MATCH GIFTS - CONTINUED

McDONALD'S CORP.  
 MCGRAW-HILL INC.  
 MERRILL LYNCH & CO. FDN., INC.  
 MORTON INTERNATIONAL CORP.  
 BEE CHEMICAL CO.  
 MUTUAL OF AMERICA  
 NALCO CHEMICAL CO.  
 PENRAY CO.  
 NATIONAL STARCH &  
 CHEMICAL FDN.  
 NCR CORP.  
 NEW ENGLAND  
 BUSINESS SERVICE  
 SYCOM  
 NORTHWESTERN NATIONAL  
 CASUALTY CO.  
 OUTBOARD MARINE CORP.  
 JOHNSON OUTBOARDS MARINE CORP.  
 PEPSI CO, INC.  
 KENTUCKY FRIED CHICKEN  
 PIZZA HUT  
 TACO BELL  
 PFIZER INC.  
 PHILIP MORRIS COMPANIES, INC.  
 KRAFT GENERAL FOODS  
 KRAFT INC.  
 MILLER BREWING CO.  
 OSCAR MAYER FOODS CORP.

PPG INDUSTRIES, INC.  
 QUAD/GRAPHICS  
 QUAKER OATS FDN.  
 REXNORD, INC.  
 RUST INTERNATIONAL FDN.  
 ST. FRANCIS BANK  
 ST. PAUL COMPANIES, INC.  
 JOHN NUVEEN & CO., INC.  
 SARA LEE CORP.  
 ARIS ISOTONER  
 DOUWE EGBERTS FOODSERVICE  
 HILLSHIRE FARM CO.  
 LEGGS PRODUCTS  
 SUPERIOR COFFEE AND FOODS  
 G.D. SEARLE & CO.  
 SQUARE D CO.  
 SQUARE D AUTOMATION PRODUCTS  
 SUN MICROSYSTEMS INC.  
 SUNDSTRAND CORP.  
 FALK CORP.  
 SUNDSTRAND SERVICE CORP.  
 TDK CORP. OF AMERICA  
 TEMPLE-INLAND, INC.  
 TEXTRON CHARITABLE TRUST  
 TIME INSURANCE CO.  
 TRW FDN.  
 UNION PACIFIC CORP.

UNITED PARCEL SERVICE OF AMERICA, INC.  
 USE&G CORP.  
 WESTINGHOUSE ELECTRIC CORP.  
 WHEELABRATOR TECHNOLOGIES, INC.  
 WHITMAN CORP.  
 PEPSI-COLA GENERAL BOTTLERS, INC.  
 WISCONSIN ENERGY CORPORATION  
 BADGER SERVICE CO.  
 MINERGY CORPORATION  
 WISCONSIN ELECTRIC POWER CO.  
 WISCONSIN MICHIGAN INVESTMENT CORP.  
 WISPARK CORP.  
 WITECH CORPORATION  
 WISVEST CORP.  
 W.W. GRAINGER INC.

*When your company "doubles  
 your dollar," you receive twice  
 the satisfaction and the  
 Zoological Society receives twice  
 as much support. Please call  
 414-258-2333 for  
 more information.*

From October 1, 1996, to August 31, 1997, we received matching gifts from the corporations listed below. Please help us add your company's name to this list by seeing if your corporation will match your gift to the Zoological Society of Milwaukee.

### OUR THANKS TO THESE COMPANIES AND THEIR EMPLOYEES:

AMERITECH  
 AT & T CORPORATION  
 BANC ONE WISCONSIN FOUNDATION, INC.  
 BECOR WESTERN FOUNDATION, INC.  
 BUCYRUS-ERIE FOUNDATION, INC.  
 COOPER INDUSTRIES FOUNDATION  
 EATON CORPORATION  
 EMERSON ELECTRIC COMPANY  
 EXXON CORPORATION  
 FIRST BANK SYSTEM FOUNDATION  
 JOHNSON CONTROLS FOUNDATION  
 KIMBERLY-CLARK FOUNDATION  
 KMART CORPORATION  
 LUCENT TECHNOLOGIES FOUNDATION  
 MCDONALD'S CORPORATION  
 MERRILL LYNCH & COMPANY FOUNDATION  
 NALCO CHEMICAL COMPANY  
 PHILIP MORRIS, INC.  
 PPG INDUSTRIES FOUNDATION

We acknowledge each matching gift with a thank you to the corporation and to the individual who submitted the request for the matching contribution.



PRUDENTIAL FOUNDATION  
 QUAKER OATS FOUNDATION  
 REXNORD, INC.  
 SAFECO INSURANCE COMPANIES  
 ST. FRANCIS BANK FOUNDATION  
 SUN MICROSYSTEMS FOUNDATION, INC.  
 SUNDSTRAND CORPORATION FOUNDATION  
 TIME INSURANCE FOUNDATION, INC.  
 UNITED PARCEL SERVICE OF AMERICA, INC.  
 WISCONSIN ENERGY CORPORATION  
 W.W. GRAINGER, INC.

For your  
 reference

## OCTOBER

### 17, 18, 24, 25, 26 HALLOWEEN AT THE ZOO Sponsored by Del Monte and Roundy's Pick'n Save

From 6 to 9 p.m. each Friday and Saturday night between Oct. 17 and 25, the Zoo will be filled with the ghostly light of eerie pumpkin heads, witches and other costumed characters, and the haunting calls of the peacocks. Children will shiver with excitement as they travel to the animal buildings in the dark. Evening fees at the Zoo are \$3 for adults, \$2 for children. Parking is free. For those who prefer their Halloween activities in the light of day, join friendlier ghosts and goblins on Saturday and Sunday, Oct. 25 and 26. From 9 a.m. to 4 p.m., children can visit trick-or-treat stops throughout the Zoo and show off their ghoulish guises in a costume parade at 2 p.m. each day. They can enjoy a maze and caramel apples in The Otto Borchert Family Special Exhibits Building. There are no costs for daytime activities, and Zoological Society members get free Zoo admission for both day and evening events. Halloween at the Zoo is co-sponsored by the Zoological Society.

**30 & 31  
 KIDS DAY OFF**  
 Sponsored by NFL Alumni Association  
 When public schoolteachers are at convention and kids are out of school, send them to the Zoo for daylong workshops on "Colossal Animals," Oct. 30, and "Unhuggables" (hyenas, porcupines and tarantulas), Oct. 31. Fee: \$17 per day for Zoological Society members; \$20 for non-members. Before- and after-care is available for \$3 per morning or afternoon. To register or to find out about low-income

# Calendar



scholarships, call the Society's Education Department, (414) 256-5424.



A porcupine is one of the animals featured in "Unhuggables," a Kids Day Off workshop Oct. 31.

## NOVEMBER

### 8 & 9 BEHIND THE SCENES WEEKEND AT THE ZOO

What's in those huge freezers at the Zoo commissary? How do they get a gorilla up on an operating table in the Zoo hospital? Learn the facts behind the Zoo's operation and talk with zookeepers about your favorite animals. Between 10 a.m. and 3 p.m. each day, 11 Zoo locations will be open for behind-the-scenes tours led by zookeepers and Zoo Pride volunteers. There's no extra cost for this special weekend, which is held only twice a year. Zoological Society members get into the Zoo free.

**15  
 FAMILY FREE DAY AT THE ZOO**  
 Sponsored by Cheerios &  
 Roundy's Pick'n Save  
 Everyone gets in free to the Zoo.  
 Parking is \$5.

See the September and November WILD THINGS newsletters for more details on these events!

### 22 MEET LIVE ANIMALS

From 11 a.m. to 1 p.m. at Haffer's Tragic Life Pets, 7224 N. 76th St., Milwaukee, you can see up close a hedgehog, ferret and red-tailed boa constrictor that the Zoological Society features in its Animals on the Move programs presented at scout camps. Zoological Society educator Kerry Scanlan will answer your questions about the animals. Shop at Haffer's for your pet supplies from 11 a.m. to 7 p.m. on Nov. 22, and you will receive 10% off your purchase when you show your Zoological Society membership card. Call (414) 256-2511 for more details.



### 22 FAMILY WORKSHOP: BIRDS

This Sunday afternoon Zoological Society workshop on turkeys, penguins, hawks, parrots, ostriches and other birds is designed for families with children ages 4-10. Held from 1-3 p.m. at the Zoo, the workshop costs \$20 for a family of three for Zoological Society members, \$25 for non-members; \$4 each additional person. Call (414) 256-5424 to register.

### 22 HOLIDAY SHOPPING TRIP TO GURNEE MILLS

Join other members of the Zoological Society for an hour-long motor-coach trip to the huge Gurnee Mills discount shopping mall in Illinois. A \$25 fee includes a continental breakfast prior to 8 a.m. departure plus snack and beverage on the return trip (return 6:30 p.m.). Call (414) 258-2333 to register.



For your  
reference

## DECEMBER

### 4-6 & 10-13 "ROMPING WITH RUDOLPH" PRESCHOOL WORKSHOPS

Children learn about Rudolph's relatives at the Zoo and get a surprise visit from Santa. This 1 1/2-hour Zoological Society workshop is for 4- and 5-year-olds and 6-year-olds in kindergarten. Cost: \$12 for Society members, \$17 non-members. Call (414) 256-5424 to register.

### 6, 7, 13, 14, 20, 21 BREAKFAST OR LUNCH WITH SANTA Sponsored by Racine Danish Kringles

Santa's at the Zoo to visit the reindeer, other winter animals and little children. Each child who has breakfast or lunch with Santa gets a small gift.

Pre-registration is a must, as these holiday meals fill fast. Cost is \$8 per person, which includes sales tax and Zoo admission but not the \$5 parking charge. Zoological Society memberships are not valid. Breakfast is at 9 a.m. on Saturdays only; lunch is at noon Saturday and Sunday. Call (414) 256-5412 for details.

### 12-15 & 19-21 HOLIDAY NIGHT LIGHTS Sponsored by Wisconsin Electric/A Wisconsin Energy Company

Thousands of lights turn the Zoo from 6 to 9 p.m. into a gilded wonderland. Children can make crafts such as ornaments and stockings in



# Calendar

Fall 1997

some animal buildings or visit with Santa and Mrs. Claus at Santa's Village in the Otto Borchert Family Special Exhibits Building. The whole family will enjoy strolling carolers, free musical entertainment in the Flamingo Cafe or a horse-drawn carriage ride (for a fee). Admission is \$4 adults, \$2 for kids 3 to 12, free to kids age 2 and under. Zoological Society members get free admission. Parking is free. Call (414) 256-5412 for details.

### 29 & 30

#### KIDS DAY OFF

Sponsored by NFL Alumni Association  
"Christmas Islands" takes children who are off school to tropical islands to meet the exotic animals of Madagascar, Guam, New Guinea and Australia. Fee: \$17 per day for Zoological Society members; \$20 for non-members. Before- and after-care is \$3 per morning or afternoon. To register or to find out about low-income scholarships, call the Society's Education Department, (414) 256-5424.

Santa visits the Zoo several times in December, for breakfast, lunch, children's workshops and Holiday Night Lights sponsored by Wisconsin Electric/A Wisconsin Energy Company. Here he talks with Lauren Banach of Waukesha.

See the September and November WILD THINGS newsletters for more details on these events!

## FALL EDUCATION PROGRAMS

A listing of the Zoological Society's individual fall education programs was printed in the September-October issue of WILD THINGS. If you missed it, call (414) 256-5424 for a copy. **School programs:** If you know a teacher or day-care supervisor who would like a brochure listing the Zoological Society's programs for classes ranging in age from preschool to high school, call (414) 256-5421.

### UPDATE ON TIMBER RATTLESNAKES

A recent newspaper headline announced: "Timber rattlesnakes get protected animal designation." That's misleading, says Craig Berg, aquarium and reptile curator at the Milwaukee County Zoo. In August the Wisconsin Natural Resources Board proposed a ruling that the rare timber rattlesnake could not be killed for the purpose of collecting or selling its parts, but still could be killed. "And there is no requirement that you report the killing. So we cannot track the incidents," says Bob Hay, manager of cold-blooded species for the Department of Natural Resources (DNR). "It's not a real protection of rattlesnakes," says Berg, who along with other snake experts had petitioned the state to give the snake true protected status. The ruling, if finalized this fall, would allow people to kill all timber rattlers on private land. Surveys have shown the snakes to be in serious decline, says Berg, who adds that snake venom has proved valuable in treating some medical conditions. People concerned about the snakes can write the DNR or the head of the Natural Resources Board, Trygve Salberg. The summer '97 issue of ALIVE magazine ran a story on the efforts of experts at the Zoo, the Milwaukee Public Museum and the DNR to protect the rare snakes.



Vicki Piaskowski, international coordinator of Birds Without Borders - *Aves Sin Fronteras*, examines a Wood thrush after banding it at the project's Pewaukee study site. Researcher Andy Bacon records the data.

migration-monitoring research at Whitefish Point Bird Observatory in the Upper Peninsula of Michigan."

That work led to her being hired by the Zoological Society to head up Birds Without Borders-*Aves Sin Fronteras*, a major project involving not only bird research but also conservation and education about birds (see accompanying story).

"I like getting to plan the project from the beginning and knowing what we're hoping to achieve," she says. "I also have the opportunity to teach and I love working outdoors and interacting with the landowners involved and with researchers in other programs."

Piaskowski says she likes the Zoological Society's general emphasis on education, both of children and adults, about animals.

"The education promotes awareness of nature and that, in turn, promotes conservation. The Zoo also allows people to learn to appreciate animals, not only in the Zoo but in their natural habitats. Zoological Society research provides the opportunity to delve into the vast unknown world of animals and give us information on how to preserve their habitats."

## ON THE JOB

Vicki Piaskowski, bird researcher & project coordinator

How did a cancer researcher change careers to become a bird researcher? "I always enjoyed nature," says Vicki Piaskowski, international coordinator of the Birds Without Borders - *Aves Sin Fronteras* project. But it was ornithology professor Charles Weise at the University of Wisconsin-Milwaukee who inspired her to make the switch.

With a B.S. in medical technology from UWM, Piaskowski had worked for several years in childhood cancer research at the Medical College of Wisconsin. When she took a class from Weise and was invited to participate in his bird studies, she says: "I loved it. I then went on to be his graduate student and do bird research work with him." She earned her M.S. in biological sciences from UWM.

"At the UWM Field Station I participated in a long-term bird banding study conducted by Charles Weise to monitor populations of migratory birds. I also did research at the Field Station on the behavior and ecology of Black-capped chickadees. And I was involved in



# Nobody's *bored* on this Board

Who put the fun in fund-raising? We did, say members of the Zoological Society's Associate Board.

Imagine sitting around dreaming up clever themes for the Zoo Ball: Birds of a Feather, ExZOOberance, SHEREHE YA KUMI, CATS. Imagine revving up your Harleys for a cross-country road rally. Imagine listening to the animals snort, snore and howl in the night as you camp among the fireflies on the shore of Lake Evinrude. Imagine taking your 5-year-old on her first bike "race," in the safety of the Zoo grounds.

Well you don't have to imagine. Associate Board members have brought these images to life. Want to raise money from the

"wild" people of Wisconsin? Let them kick up their heels at a Zoo Ball. Tango with the Toucans. Waltz with the wart hogs. It's great fun. And the animals benefit.

The money is nothing to caw at, either. In its 10 years in existence, the Associate Board has generated \$2.8 million from the annual Zoo Ball alone, plus another \$1 million from other events, like Snooze at the Zoo (camping on Lake Evinrude), Ride on the Wild Side family bike rides, Wok on the Wild Side Chinese New Year's parties, the Miller Birdies & Eagles Golf Tournament, Z Double Circle country-western dances, wine-tasting dinners, an animal-art pin project and more.

## 10 ASSOCIATE BOARD-HOSTED FUND-RAISING EVENTS



Clockwise from left:

**SEPTEMBER SAFARIS:** A series of wildlife and wanderlust adventures held in September 1993 and 1994. **Z DOUBLE CIRCLE:** A country-western party featuring live entertainment, dancing, western-style BBQ and auction, held annually 1990 through 1994 and in 1996. **RIDE ON THE WILD SIDE:** A family bike ride event held annually since 1995, sponsored by West Allis Memorial Hospital, featuring breakfast, lunch, a T-shirt and 2.5-, 15- and 25-mile rides on and off the Zoo grounds. **SNOOZE AT THE ZOO:** An overnight camping event, over the past four years, in which hundreds of families have pitched their tents along the shore of Lake Evinrude at the Zoo. **AMERICAN AIRLINES' ZOO BALL:** Described as the wildest ball in town, this elegant evening of dinner, dancing, auctions and entertainment has been held annually since 1984. **MILLER BIRDIES & EAGLES GOLF TOURNAMENT:** A fund-raiser that has drawn, since 1990, hundreds of people to Ozaukee Country Club for camaraderie on the links, a reception, dinner and silent auction. **WINE TASTING:** An annual dinner, sponsored by V. Richards Market, featuring introductions to exotic wines and cuisine from a variety of cultural origins.



place where kids of all ages can learn about our world and especially the animal kingdom."

That's really why people get involved with the Zoological Society and its boards, after all.

So the 10th anniversary of the Zoological Society's Associate Board this fall was great cause to celebrate. "It's been 10 years of a good bunch of people doing fun things for a great cause," says John Steiner, chairman of Ace Worldwide Moving and president of the Associate Board. Steiner calls the eight years he has been on the board "gratifying, interesting, worthwhile and educational."

"We get a chance to learn so much about what the Zoo and Zoological Society are doing for our community in the areas of education and conservation. And the events we host give us the chance to make friends for the Zoo, for the Zoological Society, and for ourselves."

The brainchild of Milwaukee philanthropist and longtime Zoo friend Bernie Peck, the Associate Board was formed in 1987 chiefly to raise funds for the Zoological Society. Jerry Reiser, then chair of Marquette Electronics Foundation, who was asked by Peck to be first Associate Board president, says the board was to launch special projects and host events, including the Zoo Ball, the Society's biggest

fund-raising event of the year. "The other idea of the board was to groom future members of the Zoological Society's Board of Directors," adds Reiser.

Arlene Remsik of Bayside, who has been on the Associate Board since the start and is now vice president for membership, says that the experience "has given me the opportunity to work with many interesting and talented people I might not otherwise have had the chance to meet. The board members truly believe that the Zoo is a wonderful

continued on next page

## ZOO BALL THE WILDEST BALL IN TOWN

The \$2.8 million raised by the Zoological Society Associate Board through Zoo Balls during the last 10 years has gone to Zoo exhibit renovations, Society education programs and conservation projects (see list below). The Associate Board, the Zoological Society and the Milwaukee County Zoo all extend a hearty thanks to the thousands of people who have attended Zoo Balls, donated or purchased items for the auctions, given products and services, purchased raffle tickets, or provided sponsorship and project underwriting to help us meet our goals. Finally, a special thanks to Zoo Pride and other volunteers who have helped in fund-raising.

### \* 1984 - CHEZA NGOMA

Project funded: Great Ape Escape outdoor facility for the Zoo's lowland gorillas

### \* 1985 - MARRAKESH EXPRESS

Project funded: Wolf Woods, a wooden outdoor area for public viewing of the Arctic wolves

### \* 1986 - POLAR EXPEDITION

Project funded: Polar bear exhibit, including underwater viewing

### 1987 - A NIGHT IN THE CONGO

Project funded: Stearns Family Apes of Africa Pavilion

### 1988 - BIRDS OF A FEATHER

Project funded: Renovation of the Herb & Nada Mahler Family Aviary

### 1989 - NIGHT FLIGHT ADVENTURE

Project funded: Sea lion exhibit, including underwater viewing

### 1990 - HOLLYWOOD DISCOVERS AFRICA

Project funded: Primates of the World

### 1991 - ROAMIN' HOLIDAY

Project funded: Aquatic & Reptile Center renovation

### 1992 - AN ODYSSEY: FROM STONE AGE TO SPACE AGE

Project funded: Australia building renovation

### 1993 - SHEREHE YA KUMI: KWA WATOTO

Project funded: Zoological Society education programs

### 1994 - EXZOOBERANCE

Project funded: Zoological Society feed-the-animals program

### 1995 - PARTY ANIMALS

Project funded: Zoological Society special programs

### 1996 - CATS

Projects funded: Signage in the Feline Building, food for the cats and an endangered species veterinarian internship program

### 1997 - RUMBLE IN THE JUNGLE

Projects funded: Zoological Society education programs and the Otto Borchert Family Special Exhibits Building


\*Zoo Ball became a fund-raising project of the Associate Board in 1987.

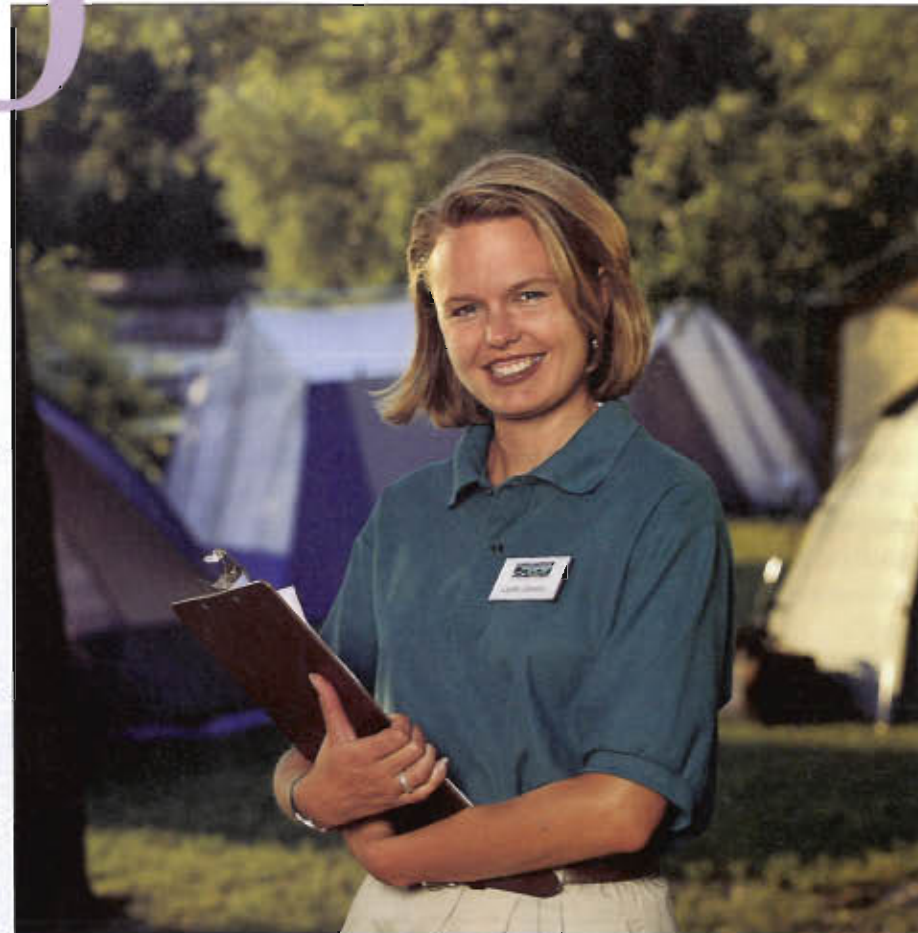
Says nine-year Associate Board member Lee Walther Kordus, the Associate Board's vice president for administration: "I love helping the Zoo because I think it's a place that makes people smile. It crosses over every age, every income, every race. It's for everyone. It's hard to come to the Zoo and not leave feeling happy. Being able to contribute to an organization like the Zoological Society, which helps the Zoo and in turn provides a positive influence in people's lives and a positive influence on the economy of our community and state, is very rewarding."

The contributions of time and talent and funds raised from the Associate Board have helped the Zoo remodel animal exhibits and put up new buildings, helped the Zoological Society pay the \$365,000 yearly bill for feeding the animals, provided education programs for children and made possible new informational signs going up in the Feline Building — just to name some of the projects.

Board members are always coming up with new ideas, such as the Society Store, a direct-mail program selling shirts, caps and other merchandise with the Zoological Society logo.

You've probably seen those dedicated board members sitting at tables during Zoological Society events last summer, marketing eye-catching merchandisc (via order forms, that is).

"This year we were charged with raising \$350,000," says Steiner of the 1996-'97 fiscal year that ended in September. Two-thirds of that came from Zoo Ball. Another \$10,000 was raised by Snooze at the Zoo, sponsored by Milwaukee's Pickles and Roundy's Pick'n Save. Miller's Birdies & Eagles Golf Tournament raised more than \$65,000. A wine tasting and gourmet dinner in April, sponsored by V. Richards Market, also added to the bottom line. And there's more to be tallied from September's events: Ride on the Wild Side, sponsored by West Allis Memorial Hospital, and the Animals M.C. Harley Ride and Red Dog Run Road Rally. 



**ON THE JOB** Laura Lewinski, Zoological Society Director of Special Events

If you're throwing a party for, say, a few hundred people, you might want to call Laura Lewinski for advice.

As director of special events for the Zoological Society of Milwaukee, Lewinski is responsible for, among other things, making certain that the dinner is hot and the dancing hotter at the annual Zoo Ball in June.

"My primary responsibility is organizing fund-raising events for the Society," Lewinski says. That means implementing the ideas of volunteers and juggling many projects at once.

For example, she helped coordinate Zoo Ball in June; the Miller Birdies and Eagles Golf Tournament in July; Snooze at the Zoo, sponsored by Milwaukee's Pickles and Roundy's Pick'n Save, in August; and Ride on the Wild Side bike ride, sponsored by West Allis Memorial Hospital, in September. Other projects included a Society Store and a wine-tasting dinner co-sponsored by V. Richards Market of Brookfield. She also serves as liaison to the Zoological Society's Associate Board, a fund-raising group (see accompanying story).

Laura Lewinski came to the Zoological Society in March from the American Cancer Society, Wisconsin Division, where she worked in fund-raising. A native of New Berlin, she graduated from the University of Wisconsin-Madison with a B.S. in consumer science.

Her first six months here have been busy but satisfying, says Lewinski. "It's gratifying to work with dedicated volunteers for a good cause."

## SERENGETI CIRCLE

**\$150,000+**

**Howard Hughes Medical Institute**  
Ed-Ops (Educational-Opportunities) Program

**Roundy's Pick'n Save**  
Birds of Prey Show  
Care For Critters  
Egg Day  
Kids Night

**\$50,000-\$99,999**

**Ameritech**  
Mechanics of Nature

**Derse Family Foundation** (over a 3-year period)  
Birds Without Borders - *Aves Sin Fronteras*

**Kimberly-Clark Foundation**  
Keepers of the Wild

**Miller Brewing Co.**  
Animal Ambassador Program  
Birdies & Eagles Golf Tournament  
Zoo a la Carte  
Oceans of Fun Seal & Sea Lion Show  
Recycled Zoo

**\$20,000-\$49,999**

**The Alvin and Marion Birnschein Foundation** (over a 2-year period)  
Journey into the Wild: Pets and Their Wild Relatives

**The Lynde & Harry Bradley Foundation**  
Wisconsin Student Grant Program

**Covenant Healthcare**  
(over a 2-1/2-year period)  
Carousel

**The Frieda and William Hunt Memorial Trust** (over a 2-year period)  
Bonobo Conservation

**M&I Bank**  
Seasonal Zoo Brochures

**St. Francis Bank**  
Zoomobile

**Tri City National Bank**  
Beastly Bowl-A-Thon  
Feast for the Beasts Pancake Breakfast  
Kids 'n Critters Club  
Sponsor an Animal Program  
Sunset Zoofaris

**Wisconsin Electric/A Wisconsin Energy Company**  
Bears: Imagination and Reality  
Holiday Night Lights  
Wart Hog Exhibit

**\$10,000-\$19,999**

**A.O. Smith Foundation**  
Living and Learning Science Lab

**The ConAgra Foundation**  
Living and Learning Science Lab

**General Mills**  
Family Free Days at the Zoo

**Golden Gernsey**  
Dairy Olympics Game  
Heritage Farm Weekend

*The Serengeti Circle is an exclusive group of corporations and foundations who support the Zoo and Zoological Society through sponsoring special events, exhibits, attractions, programs and promotions at the \$2,500 level and above. If you would like more information on sponsorship opportunities at the Zoo, please call Patty Harrigan, (414) 258-2333.*

**Harley-Davidson Foundation**  
Living and Learning Science Lab  
Family Animal and Environmental Exploration Center

**Kraft Foods**  
Holiday Homecoming Promotion

**The Ladish Co. Foundation**  
Education Programs

**Ronald McDonald House Charities of Eastern Wisconsin**  
Family Animal and Environmental Exploration Center

**\$5,000-\$9,999**

**ANR Pipeline Co.**  
Kids in Science Art Exhibit  
Living and Learning Science Lab

**Applied Power Foundation**  
Student Intern Program

**Beatrice Cheese, Inc.**  
Animal Ambassador Program  
Living and Learning Science Lab

**Del Monte**  
Halloween Spectacular

**Equitable-Schlesinger Agency**  
Behind the Scenes Weekends  
Birds Without Borders - *Aves Sin Fronteras*

**Firststar Milwaukee Foundation**  
Firststar Techno-Hut Exhibit

**The Charles and Dorothy Watkins Inbusch Foundation**  
Koala Exhibit Renovation

**Jays**  
Kids Night

**The Halbert and Alice Kadish Foundation**  
Belize Outreach Program

**Kaytee**  
Zoo Support Program

**Little Caesars**  
Mother's Day at the Zoo  
Summer Adventure Camps

**Marquette Medical Systems Foundation**  
Animal Ambassador Program  
Platypus Society Dinner

**Menasha Corporation Foundation**  
Birds Without Borders - *Aves Sin Fronteras*

**Milton and Lillian Peck Foundation**  
Animal Ambassador Program

**Milwaukee's Pickles**  
Snooze at the Zoo

**NFL Alumni Association**  
Kids Days Off

**Reynolds Wrap**  
Conservation Weekend

**Strong Capital Management**  
Nights in June Picnic

**Welch's**  
Twilight Safari

**West Allis Memorial Hospital**  
Ride on the Wild Side

**\$2,500-\$4,999**

**Allen-Bradley/Rockwell Automation**  
Living and Learning Science Lab

**Aon Risk Services of Wisconsin**  
Peer Mentor Program

**Briggs and Stratton Foundation**  
Living and Learning Science Lab

**Chinet**  
Father's Day at the Zoo

**John C. & Harriett Cleaver Fund**  
Animal Ambassador Program

**Cooper Power Systems-Power Systems Division**  
Animal Ambassador Program

**Dain Bosworth**  
Summer Camp Peer Mentor Program

**Excelsior Lodge #175 F. and A.M.**  
Animal Ambassador Program

**International Paper Foundation/Thilmany Division**  
Environmental Excel Program

**Charles D. Jacobus Family Foundation**  
Animal Ambassador Program

**Johnson Controls Foundation**  
Living and Learning Science Lab

**Mr. Alan Margolis**  
Bonobo Conservation

**Miller's Oceans of Fun Seal & Sea Lion Show** entertains and educates hundreds of thousands of zoo-goers each year. Miller Brewing Company has sponsored the program since 1989.

**Maysteel Foundation Ltd.**  
Wisconsin Student Grant Program

**Milwaukee Insurance**  
Animal Ambassador Program

**Northwestern Mutual Life Insurance**  
Animal Ambassador Program

**Racine Danish Kringles**  
Breakfast/Lunch With Santa

**Time Insurance Foundation**  
Animal Ambassador Program

**Rene VonSchleinitz Foundation**  
Conservation Programs

**Warner Cable Communications of Milwaukee**  
Animal Ambassador Program

**World Wildlife Fund**  
Environmental Education & Training Partnership Project

**IN-KIND SPONSORSHIPS****\$50,000-\$99,999**

**American Airlines**  
Zoo Ball XIV  
Koala Browse Shipments

**Milwaukee Journal Sentinel**  
Zoo a la Carte

**\$20,000-\$49,999**

**Dairy Council of Wisconsin**  
Moo To You Computer Program

**Roundy's Pick'n Save**  
Conservation Weekend

**Egg Day**  
Family Free Days

**Father's Day at the Zoo**  
Halloween at the Zoo

**Holiday Homecoming Promotion**  
Kids Night

**Snooze at the Zoo**  
Twilight Safari

**\$10,000-\$19,999**

**Direct Marketing Concepts**  
Zoological Society Membership Support

**Tri City National Bank**  
Senior Celebration Support  
Zoo 'n You Coupon Book

**Light 97 - WLTV**  
Ride on the Wild Side

**\$5,000-9,999**

**Aurora Health Care**  
Senior Celebration

**\$2,500-\$4,999**  
**CNI Newspapers**  
Ride on the Wild Side

**Mayfair Mall**  
3rd Annual Animal Art Competition  
Zoological Society Holiday Gift Promotion

*Sponsors and grantors committing dollars and in-kind gifts for events and programs after August 25, 1997, will be recognized in the next issue of Alive.*



# Platypus Society

## PLATINUM PLUS II \$15,000+

American Airlines\*  
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+Marquette Electronics

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+Northwestern Mutual Life Insurance Co.  
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+Miller Brewing Co.  
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Jacquelyn Larson

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## SILVER CORPORATE I \$2,500-\$2,999

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Beatrice Cheese, Inc.  
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+Direct Marketing Concepts  
+Harley-Davidson, Inc.  
+Evan & Marion Helfaer Foundation  
Hoffer Tropical Pets\*  
Jagenmann Plating Co.  
+Johnson Controls Foundation  
+Kalmbach Publishing  
+Paper Machinery Corp.



Bob and Helen Erffmeyer

*"Our participation in the Platypus Society has been a stimulating and satisfying experience. We enjoy associating with others who have the same interests.*

*The Zoo is of infinite importance to the community educationally. The joy it affords children (and adults too) is immeasurable. We are grateful that our children...and our children's children can avail*

*themselves additionally of all the wonders of this marvelous facility because of our membership in the Society.*

*There are so many wonderful opportunities for youth to learn about our friends the animals...we are fortunate, here in Milwaukee, to have such an outstanding Zoo, and we feel if we can help support it...then this is our privilege."*

Reilly-Joseph Co.  
Schwabe Construction  
Stackner Family Foundation  
Taylor Family Foundation

## SILVER PATRON I \$2,500-\$2,999

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+Foster Family Foundation  
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Beth Rudell

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+Benedict & Lee Kordus  
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+Central Ready-Mixed L.P.

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+QLC, Inc.  
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Time Insurance Foundation  
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memory of Helen Amidzich  
The Rowe Family Foundation  
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Andrew T. & Karen K. Sawyer, Jr.  
+Ken & Marilyn Scheffel  
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Rand J. Wolf  
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Woller-Anger Company  
Chuck & Sandy Yanke  
Darice Yench\*  
+Dave & Dorothy Zellmer  
Donald & Rosemary Zellmer

5 year Platypus Society Member in bold  
(updated each fall)

+ Members who have increased their level of giving by 10% or more

\* Members who have made in-kind gifts of products or services

Friends contributing to the Platypus Society after August 31, 1997, will be recognized in the next issue of *Alive*.

## NEW MEMBERS

The Zoological Society welcomes the following new Platypus Society members as of August 31, 1997

SILVER PATRON I (\$2,500-\$2,999)  
Tom McCollow

CORPORATE I (\$1,000-\$1,499)  
Engman-Taylor Co., Inc.  
Gleichmann Sumner Co., Inc.

PATRON I (\$1,000-\$1,499)  
Mark Abramoff

PATRON (\$500-\$999)  
Building Services, Inc.  
Kevin & Patricia King  
Kevin & Laura McKenna  
Irmgarde Mielke  
Sussex Tool & Supply, Inc.

## NEW GIFT LEVELS

The Zoological Society thanks the following members for their increased levels of giving:

SILVER CORPORATE I  
(\$2,500-\$2,999)

Evan & Marion Helfaer Foundation

PATRON I (\$1,000-\$1,499)  
A. D. Robertson

Friends contributing to the Platypus Society after August 31, 1997 will be recognized in the next issue of *Alive*.

## STEERING COMMITTEE

Richard L. Schmidt, Chairman  
William Abraham, Jr.  
Robert M. Anger  
Linda L. Grunau  
Jerry Hogan  
Paul Hinkfuss  
Dr. Leander R. Jennings  
Bill Borchert Larson  
Frank Maurer  
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Jeffrey Neuenchwander  
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James C. Rowe  
John Sapp  
Barry S. Sattell  
Andrew T. Sawyer, Jr.  
Judy Stathas  
John Steiner  
Anne Tynion

The Platypus Society is a group of about 400 Milwaukee-area foundations, corporations and individuals that contribute more than \$425,000 annually to the Zoological Society. If you would like to join this group in helping the Society uphold its mission of supporting the Zoo, educating the community about wildlife and the environment and conserving endangered species, call Joan Rudnitzki at (414) 276-0843.



## ◀ Humboldt Penguins

**Taylor Family Humboldt Penguin Exhibit**

Born: April 25 & 28, 1997

Please, don't throw coins in the Humboldt penguin pool, pleads Kim Smith, aviary curator at the Milwaukee County Zoo. "It will kill them." Last spring, one of the Zoo's endangered penguins died, apparently from metal toxicity caused by coins. "It had 11 cents in its intestinal tract," Smith says. Another penguin had to be spayed because metal in her system caused her to become egg-bound. "A silver coin looks like a fish to a penguin. That's why they eat them," says Smith. Humboldts are fighting to survive in their native South America, where habitat destruction and overfishing have depleted their numbers. Only 30,000 remain in the wild and in zoos worldwide. The good news is that two baby Humboldts born here in spring have survived. "This is the first time in five years that we've had babies born here," says Smith. To find the babies in the exhibit, look for light gray on the sides of their head and NO white face band like the adults have. As for your coins, Smith suggests donating them to the Zoological Society or putting them in a conservation meter like the one on the nearby Peck Welcome Center boardwalk.



## Inca Terns ▶

**Herb & Nada Mahler Family Aviary**

Hatched: June 29 & July 1, 1997

Two new baby Inca terns are the offspring of one of the Zoo's two breeding pairs. "This is the first brood for this particular pair," says Kim Smith, aviary curator. "So we're very excited." The two are among five baby terns hatched between May 14 and August 8.

You can tell the babies because they don't have the adults' red legs, red beaks and long side feathers that look like handlebar mustaches. The terns are in a new program teaching them first to eat from a keeper's hand and then to eat inside a crate. If they can be at ease eating inside a closed crate, they can be removed from the exhibit easily when they need medical attention. Now a bird needing help is hard to capture, since

it can fly to the heights of the exhibit. Native to the coast of South American countries, most notably Chile, Inca Terns are not endangered, Smith says, but their habitat is threatened in parts of their range because of over-fishing and loss of coastal habitat. These terns feed by skimming the ocean's surface for fish.



## Common Two-Toed Sloth ▶

**Small Mammals Building**

Born: May 7, 1997

He's as huggable as a toy Beanie Baby, his nickname, but Chewbacca the sloth clings a lot better. After all, in their South American rain forest homes, two-toed sloths spend most of their time clinging to branches. "They live way up in the trees, in the top story," says Nina Schaefer, supervisor of small mammals. Named after the hairy, long-limbed sidekick in "Star Wars," Chewbacca has the same long, hairy limbs, but he's a lot smaller than the towering movie creature. He weighed only one-eighth of a pound at birth and may weigh up to 21 pounds when mature,

in about two years. "They're green in the wild from algae growing in their hair," says Schaefer. "They sleep during the day, and they're invisible among the green leaves." At night they come out to eat fruit and vegetation. At the Zoo Chewbacca is hand-fed by keepers because Mom Sweet Pea got mastitis. "It takes almost an hour to feed Chewbacca," says Schaefer. "Sloths do everything slow."



## ◀ Donkey

**Stackner Heritage Farm**

Born: June 30, 1997

Giuseppe, the Zoo's newest donkey, gives the impression of being a mama's boy. "Right now, he basically sticks very close to his mother," says Bess Frank, curator of large mammals at the Milwaukee County Zoo. "He's just adorable," she adds, with the same dun-colored coat, the same doleful eyes and oversize ears as his mom, Chelsey. He's visibly devoted to her. On a recent sunny afternoon, he ventured to the far side of a small, fenced enclosure that protects a tree. There, he scratched his snout on a rough-hewn board but moments later trotted back to his mother's side. Relatives of the horse, donkeys were among the first animals domesticated by humans, about 12,000 years ago. Donkeys are sure-footed and good-natured, making them a favorite pack animal. They can live up to 25 years and are found worldwide.





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**Third Annual Animal People's Choice  
Art Competition**

**This pencil and watercolor drawing of a North American river otter by Kristi Roekle, a senior at the University of Wisconsin-Milwaukee, was one of four top award winners in the Third Annual Animal People's Choice Art Competition sponsored by the Zoological Society of Milwaukee and exhibited at Mayfair Mall in Wauwatosa in June 1997.**