

ALIVE

SPRING 1989



Jay Decker '89

by Dr. Gilbert K. Boese



For a number of years, I have communicated about the Society and the Zoo as Director of the Milwaukee County Zoo. I was always involved with, and committed to the Society and its role as the private partner of the Zoo. As newly appointed President of the Society, I can now concentrate more of my efforts on the issues that are very important to me, conservation, education and making Milwaukee County Zoo the best of zoos.

1989 has been named "The Year of Education" at the Zoo. The Society has been the catalyst for zoo education, funding and developing outstanding programs for pre-school children, school groups and families. You, our loyal members, can be very proud of the Society's award-winning Education Department. Because of the Society's commitment to and support for education—made possible by your donations, your time and your labor—the Zoo has been the site of 165,000 children and adults participating in organized educational activities.

I will also devote more energy to the conservation of rare and endangered species. For a number of years, the Society has funded research and projects to save the rhinos. You can read more about these endeavors in this issue of *Alive*. While leading safaris, I have focused on sensitizing clients to the challenges facing black rhinos in Zimbabwe and Kenya, and the Indian Rhino in India and Katmandu. As President of the Society, I hope to expand our efforts to go beyond the Milwaukee County Zoo and into the national and international arenas.

Expanding our role in conservation and education are only the beginning. I look forward to an exciting new era made possible by the partnership between Milwaukee County and the Zoological Society. The Zoo's acting administrator, Gary Petre, County Executive, Dave Schulz, the County Board Supervisors, and members of the Society's Board, all feel very optimistic about the future of the Zoo and the Society. The agreement delineating the duties of Milwaukee County and the Society will ensure a successful partnership that will serve as a model for other non-profits and public institutions.

Throughout the years, I have marveled at the time, energy, and commitment to the Zoo by the Society, Board members, Associate Board members, Zoo Pride volunteers, and countless others have helped to create the number one tourist attraction in Wisconsin—the Milwaukee County Zoo.

You, our Society members, have already played a key role in helping our zoo earn this outstanding reputation. With your continuing support, the Society will strive to further the excellence witnessed and experienced at the Milwaukee County Zoo.

Many of you have called or written to the Zoological Society with questions, concerns, and thoughts about the newspaper, radio, and television reports regarding Dr. Gil Boese. We would like to answer many of the thoughtful and caring questions that you have raised directly. Unfortunately, not everyone is interested in hearing all sides of the issues. We know that you are.

Q I have always thought highly of Dr. Boese and his achievements; however, I am concerned with the outcome of the ethics investigation. Why did Dr. Boese plead no contest to the charges before him?

A Dr. Boese's violation with the Ethics Board was that of reporting procedures. According to the Acting Corporation Counsel of Milwaukee County, Dr. Boese *did not* need to report reimbursement expenses. The Ethics Board concluded that Dr. Boese *did* need to report, even though there was not a standard reporting form. As of late, they have created one. The Ethics Code, called "vague" and "incomprehensible" by many lawyers who have studied this issue, is under much debate. Dr. Boese did not try to escape the reporting procedures of the Ethics Code; he was not aware that he was violating it. He admitted that he had not reported his reimbursement expenses, and the matter was closed.

Q Since the fundraising is supposed to be done by the Society, why was Dr. Boese involved in fundraising while he was a County employee?

A Dr. Boese was requested by the County to assist the Society in their fundraising efforts. He was then reimbursed, with the unanimous approval of the Zoological Society's Board of Directors, for the expenses he incurred while raising funds for the Zoo. Even though the Society willingly reimbursed Dr. Boese for these expenses, the Ethics Board felt this was a violation of the County Ethics Code.

Those reimbursements included the following:

1. Society fundraising expenses. This procedure was agreed upon by the former County Executive William O'Donnell, and was generally acknowledged by the County Board.
2. Attendance at professional meetings and safaris as fundraisers. These were done openly with public knowledge.

Dr. Boese's reimbursements by the Society went directly into accounts to cover his expenses incurred while fundraising for the Zoo. These funds did not go into Gil Boese's pocket.

Q Did Gil Boese negotiate a "sweet heart" deal with the County on the rental of his house?

A No. During negotiations between the County Executive's Office and the Zoological Society, an offer of \$300 per month was made. Dr. Boese simply agreed.

Q Did any good come out of all this bad press?

A Yes, the Zoological Society and the Milwaukee County Zoo are now recognized as official partners of the public/private partnership. Documents which delineate roles and eliminate confusion have been developed. We are still a strong and essential partner to the County, but no longer a silent one.

Q How will Dr. Boese be involved with the Society in the future?

A He is President of the Zoological Society leading the activities of Zoo support, education and conservation as well as growth of the Zoological Society. We are proud to welcome him as our new president.

VIEWPOINTS

People remember and repeat negative comments 3.67 times more than they repeat positive comments. This is to remind you of a few positive viewpoints.

“The human reaction is probably to get bitter when you lose sight of what we [The Zoological Society] do. That's our biggest challenge, how to articulate our mission and help the zoo.”

John Burns
The Milwaukee Journal
March 12, 1989.

“Pat Mitchell, a Milwaukee resident who also belongs to the society, said, ‘I think he's done a tremendous job so far, turning this into a world-class zoo. I just hate all the negative publicity.’”

The Milwaukee Journal
February 13, 1989.

“Zoological Society — The county owes a huge debt to this organization, whose support has helped elevate the zoo to its present stature.”

The Milwaukee Journal
Editorial Page
March 9, 1989.

“Indeed, the society has much to offer, especially its ability to raise lots of private money, which is essential in keeping this popular county institution among the world's first-class zoos.”

The Milwaukee Journal
Editorial Page
March 9, 1989.

“I'm real pleased that he's going to remain involved with the zoo,’ said Kathy Blum, of Brookfield, who belongs to the zoological society. ‘I think he's going to promote the zoo even more.’”

The Milwaukee Journal
February 13, 1989.

“Both Schulz, who proposed the reorganization, and County Board members, who largely oppose it, must set aside the temptation to turn the zoo into a political football as they pursue their personal agendas. The ambitions of the county exec and the 25 board members aren't nearly as important as the long-term health and prosperity of the zoo.”

The Milwaukee Journal
Editorial Page
March 9, 1989.

ALIVE MAGAZINE

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the Zoological Society
of Milwaukee County

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Spring 1989

Volume 9, Issue 2

FOCUS

Fight for Wildlife: Project Rhino

The Milwaukee County
Zoo plays a key role in the
conservation of the rare
and endangered
black rhino.

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Several births have occurred during the winter months at the Zoo. The most productive species were the bats. Four African fruit bats and two vampire bats were born in the Small Mammal Building. Other new babies include a female greater kudu and "Sophie," a Holstein calf. An important addition was a baby Goeldi's marmoset, an endangered primate species housed in the Small Mammal Building. This species has been the target for a world-wide conservation breeding program. We are pleased to have had five Goeldi's born at our Zoo over the past two years.

One of the most exciting acquisitions is that of the two Asian small clawed otters. "Tyler" and "Noe" have thrilled visitors with their vivacious antics and friendly appeal. They mark another important effort for animal conservation at the Zoo. The Milwaukee County Zoo is involved in a Species Survival Plan for Asian otters. The hope is to breed this pair and contribute offspring to the next generation of captive born otters. Species Survival Plans are coordinated efforts by zoos to preserve greater genetic variety to endangered species.

Our Aviary has acquired a number of

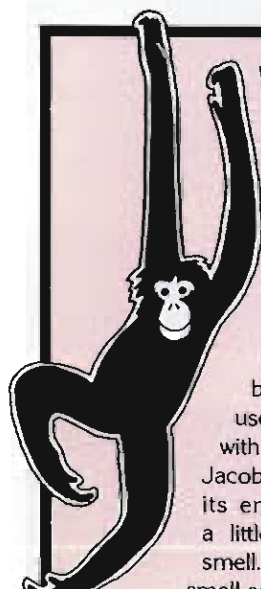
new birds, including a pair of Tawny Frogmouths, Golden breasted Starlings and Nibobar Pigeons. A young pair of Trumpeter Swans has been added to the Zoo-DNR breeding and release program.

The animal collection has experienced some losses. "Sadie," a California sea lion and "Little Joe," an elk, died from complications of old age. Both animals most likely broke longevity records for their species—"Sadie" was at least 23 years old and "Little Joe" was 18.

A male snow leopard was sent to the Seneca Park Zoo in Rochester, New York, as part of the Snow Leopard Species Survival Plan. "Mtondo," a 30 year old, three ton white rhinoceros was shipped to



the Fossil Rim Ranch in Texas. He is expected to join several females for breeding.



THE CURIOUS CORNER

Why does a snake stick its tongue out?

Rest assured, it cannot "sting" with its tongue and it isn't being rude. A snake uses its tongue, together with something called a Jacobson's organ, to sense its environment. It works a little like your sense of smell. When you want to smell something, you breathe deeply through your nose. The air that rushes in is filled with chemicals which are analyzed by cells in your nose. These cells tell your brain what you are smelling. A snake sticks out its tongue to catch those chemicals.

When the tongue returns, it slides across the Jacobson's organ in the roof of the snake's mouth. Cells in the Jacobson's organ analyze the chemicals and tell the snake's brain what is out in the environment. So next time a snake sticks its tongue out at you, don't worry; it's just checking you out.

Why do siamangs make loud, shrill calls?

In the wild, pairs of siamangs establish their own area called a home territory. The loud call made by siamangs is a territorial call. It tells other siamangs, "Stay away, unless you want to fight!" The call can be heard for over two miles in their natural habitat on the Malaysian Peninsula.

The siamangs at the Milwaukee County Zoo call every morning when

they are moved from one cage to another so the keepers can clean. Once one siamang begins calling, all the rest soon join in. The calls get louder and louder, building into a crescendo, then tapering off to silence again. This calling period usually last for 10 to 15 minutes. It is worth visiting the Zoo early to hear the siamangs call.

If you are a curious person, age 12 or younger, who has a question about animals or the Zoo, write to "The Curious Corner," c/o *Alive Magazine*, 10001 W. Bluemound Rd., Milwaukee, WI 53226. Be sure to include your address, age and phone number. If your question is selected for publication, you will receive an inflatable Jungle Giraffe. The three foot tall animal includes fun facts about the giraffe. It retails for \$15.00.

Spring is in the Air With Special Events

Toss the winter blahs aside and get ready for some springtime fun during the next few months at the Zoo.

On Sunday, April 30, get your paddles ready for Canoe The Zoo, sponsored by the Milwaukee County Zoo and the American Red Cross. There will be demonstrations on canoe launching and landing, canoe camping and much more.

Sunday, May 7, is the day for announcements during the Kodak Film Family Day at the Zoo. The day centers around the awards presentation of the photo contest winners which will be at 11 a.m. in the Peck Welcome Center.

McDonald's Mother's Day Celebration at the Zoo makes Saturday, May 14, even more special for your mom. Visit your local McDonald's and pick up an entry blank to win one of the following prizes for Mom from WLUM:

Grand Prize: A 4-day weekend for 2 to Las Vegas, including air fare and accommodations.

Second Prize: A limousine ride for Mom and up to 5 guests to the Milwaukee County Zoo plus a blooming plant.

Ronald McDonald will also be a part of the fun offering shows at 11 a.m. and 2 p.m.

Don't worry, Dad, you also have a special day on Sunday, June 18. Celebrate Father's Day and grab Dad for a wild day of fun at the Zoo.

Animal Appreciation/Conservation Weekend will take place on Saturday and Sunday, June 10 and 11. Fight for Wildlife: Project Rhino is the theme of the day in honor of the Milwaukee County Zoo's acquiring two Black Rhinos. The employees of Miller Brewing Company donated \$60,000 to the Zoological Society to bring the rhinos from Zimbabwe.

Representatives from national and local conservation groups will be on

hand sharing their knowledge and community veterinary clinics will give information on domestic pets and their care. Keep Greater Milwaukee Beautiful will kick off its mobile recycling booth and have a collection station. Pitch in and bring your aluminum cans, glass bottles (green, brown and white only) and newspapers.



Woodsy the Owl entertained and educated Zoo visitors during last year's Conservation Weekend.

The Dairy Council of Wisconsin presents the Education Center, is also playing a part in the weekend with numerous activities for kids and families. Speakers lined up each day are: **Rich Sajdak**, curator of Aquarium and Reptiles, Milwaukee County Zoo—"Teaching in Third World Zoos." **Dr. Nan Schaffer**, Reproductive physiologist, Milwaukee County Zoo—"Reproductive Research of the Rhinoceros." The weekend promises to be both educational and fun, bringing home the message on the importance of world wide conservation.

Coming soon . . . The Feast with the Beasts—the Sentinel's Milwaukee a la carte. Stay tuned for menu details in the next issue of *Alive*.

Sunday Afternoons in the Park

The Milwaukee County Zoo is pleased to host a Sunday afternoon lecture series to celebrate National Zoo and Aquarium month in June. Bring your family and friends for an exciting and informative introduction to the animal world. All lectures are free with regular Zoo admission and will be held in the Peck Welcome Center. For further information, call the Special Events Department at 771-3040.

June 4, 1:00 p.m.—Trumpeter Swans Return to Wisconsin by Ed Diebold, Curator of Birds, Milwaukee County Zoo.

June 4, 3:00 p.m.—Catching Musk Deer in De Paul by Dr. Andrew Teare, Senior Staff Veterinarian, Milwaukee County Zoo.

June 10, 1:00 p.m.—From Milwaukee to Sao Paulo—Teaching in the Third World Zoos, Rich Sajdak, Curator of Aquarium and Reptiles, Milwaukee County Zoo.

June 10, 3:00 p.m.—Reproductive Research of the Rhinoceros. Dr. Nan Schaffer, Reproductive Physiologist, Milwaukee County Zoo.

June 11, 1:00 p.m.—Reproductive Research of the Rhinoceros. Dr. Nan Schaffer, Reproductive Physiologist, Milwaukee County Zoo.

June 11, 3:00 p.m.—Thailand and Malaysia—Teaching in the Third World Zoos. Dr. Andrew Teare, Senior Staff Veterinarian, Milwaukee County Zoo.

June 18, 1:00 p.m.—A Day in the Life of a Zoo Veterinarian. Dr. Bruce Beehler, Director of Animal Management and Health, Milwaukee County Zoo.

June 18, 3:00 p.m.—Returning Zoo Animals to the Wild. Bess Frank, General Curator, Milwaukee County Zoo.

June 25, 1:00 p.m.—Mountain Gorilla Conservation. Jan Rafert, Primate and Small Mammal Curator, Milwaukee County Zoo.

June 25, 3:00 p.m.—Trouble in Paradise: Conservation in the Caribbean. Rich Sajdak, Aquarium and Reptile Curator, Milwaukee County Zoo.

July 2, 1:00 p.m.—The Bonobos Facing Extinction or the Disappearing Pigmy Chimpanzee. Gay Reinartz, Registrar, Milwaukee County Zoo.

July 2, 3:00 p.m.—Vultures, Nature's Recyclers. Ed Diebold, Bird Curator, Milwaukee County Zoo.

Zoo Ball Soars to New Heights

Visit three corners of the world in one adventurous night at Zoo Ball VI on June 24. The theme for this year's ball is "Night Flight Adventure" where you will visit Asia, Africa and North America.

Embark upon your journey at Adventure Central where you will enjoy cocktails, hors d'oeuvres and duty free shopping.

Travel by balloon-mobile to each continent enjoying ethnic entertainment and authentic food. Dine among "Moola," M&I's Asia elephant, Bactrian camels and

Himalayan black bears in Asia; the hippos, lions and Miller Brewing's rhinos in Africa; and the Wisconsin dairy cows and birds of prey in North America. The five-star menu will include African delights, rare Asian curries, and Southwest specials from North America.

Since the activities will take place outdoors, there will be enough room for everyone to experience the sights and sounds of foreign lands and exotic animals. Cover is provided in case of rain.

After your journey, disembark at Adventure Central to experience an intercontinental cabaret internationally famous for delectable desserts and divine dancing.

"Night Flight Adventure promises to be the highlight of Milwaukee's summer. Co-chairs Barry and Judy Sattell, and James and Mary Uihlein suggest you make your reservations early by calling 258-2333.

Welcome Aboard the Night Flight Adventure

Port of Embarkation: Milwaukee County Zoo

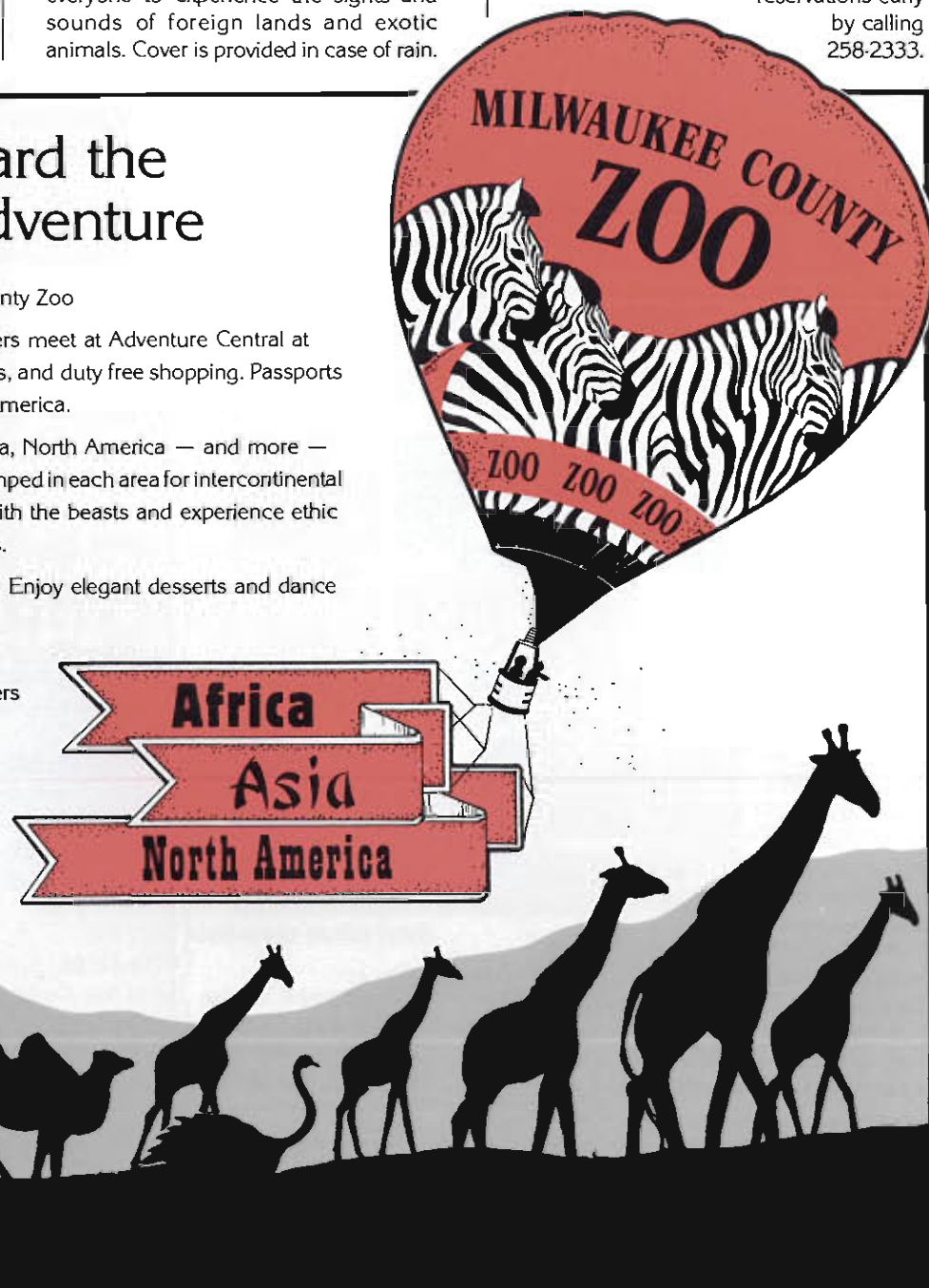
Welcome Aboard Reception: Travelers meet at Adventure Central at 6 p.m. for cocktails, hors d'oeuvres, and duty free shopping. Passports issued to Africa, Asia and North America.

Ports of Entry: Experience Africa, Asia, North America — and more — in one brief evening. Passports stamped in each area for intercontinental dining and entertainment. Feast with the beasts and experience ethnic entertainment and authentic foods.

Final Destination: Adventure Central. Enjoy elegant desserts and dance the night away.

Travel Dress: "Continent-all"
Adventurous spots, stripes, feathers or horns
Black Tie Optional

For Reservations call 258-2333
Before Zoo Ball VI
Slips Up, Up and Away!



Look Who's Courting the Zoo

Highlander's Zoo Court goes out of bounds with success! Many corporate supporters have already signed up teams to play in the Highlander Tennis Classic on Friday, April 28th. You are invited to cheer for your favorite team between 1-5 p.m. If you or your company would like to "add in" your "top seeds" to compete in this exciting event, contact the Zoological Society at 258-2333.

The Pro-Am tournament will also be held on Friday beginning at 6 p.m. A WTA sanctioned professional tournament will take place all day Saturday and Sunday, April 29 and 30, featuring the top teaching pros in the area.

The weekend events are sponsored by

Highlander Elite Fitness and Racquet Club in Brookfield at 13825 West Burleigh Street. The third annual Bonobo Tennis Tournament will benefit the Zoological Society. The Society thanks Kay Yuspeh and Randy Stolpe of the Highlander for their continuing support of the Milwaukee County Zoo. We are also grateful to co-chairs Jodi Peck and Sue Selig for their time and expertise in organizing the tournament.

American Airlines sponsored this event by donating six airline tickets as prizes. Special thanks to Larry Brown's Deer Market for, once again, donating an outstanding dinner to feed the hungry players.

Share with a Friend

A membership drive will be mailed to Milwaukee residents this spring. We will be inviting individuals and families to become a member of the Zoological Society and enjoy the same benefits you do.

If you run across someone who receives this, please encourage them to join. Every new member's donation will assist the Zoo in many areas.

And if YOU receive the mailing, please "bear" with us. We do our best to keep the mailing lists clean, but a few names still slip through. If your membership is in the name of Mr. Ted E. Bear you may still receive a mailing addressed to T. E. Bear. If you do, pass the information to a friend. They'll love you for it and so will we!

Thank you for your cooperation.



Corporate Teams

Peltz Brothers Corp.
Robertson-Ryan & Assoc.
Marcus Theatres
Miller Brewing
Universal Foods
Bagel Boys
A. O. Smith
E. G. Artz
Kahlor-Slater-Torphy Architects
Sports Display
Strong Mutual
D. Kurman Co.
Barbara & Jack Recht
Jeff Bensman & Neal Pollack
Dick Podell & Linda Grunau
Chuck Faas & Gil Boese
Allan Selig
Andrea Herman
Les Weil
Paul Hytken

TOURNAMENT REGISTRATION
Entry Deadline April 7th, 1989

Name _____
Address _____
City/State _____ Zip _____
Phone: Business: _____ Home: _____

Event: (circle) Men's Doubles 4.5 or 3.5 Women's Doubles 4.0

Partner _____
You will be mailed a tournament schedule about one week prior to the tournament.

Please enclose your \$400 team tournament fee.
Make check payable to: Zoological Society of Milwaukee

Mail to: Highlander Elite Fitness & Racquet Club
13825 W. Burleigh St.
Brookfield, WI 53005-3099

Fight for Wildlife: Project Rhino



by Bruce A. Beehler, D.V.M.

Moving as quietly as possible in the heat of the early African afternoon, you see giant three-toed prints in the red dust. Only fifty feet away, amidst the spike-like thorns of the whistling acacia, a red-billed oxpecker sounds a harsh, grating cry. The two-ton gray boulder it is sitting on snorts loudly and jumps up, revealing a twelve-foot long cylindrical bulk. The bull rhino's elongated head is reminiscent of a long extinct dinosaur, but with two large pyramidal horns perched one behind the other on its snout. The giant snorts again, faces upwind, trots off with surprising speed through the surrounding thornbushes, and is soon lost from sight.

In a few years, the encounter that you have just experienced with a black rhinoceros in the wild will no longer be possible. The few survivors will all be in fenced enclosures with armed guards, or in zoos.

Many scientists believe that 67 million years ago mammals were given the chance to diversify when a chunk of extraterrestrial matter plowed into the Earth and wiped out many forms of life, including dinosaurs. Fifteen million years later the odd-toed hoofed mammals that would later develop into horses, tapirs, and rhinoceroses already showed great diversity. It may have been another cosmic impact 37 million years ago that stimulated another evolutionary burst that led to

the development of the rhinoceros. The fossil remains of some rhino species found 35 million years ago are almost indistinguishable from rhinos found in Malaysia today. At the same time, a closely related rhinoceros which lived in central Asia was as tall as a two-story house, and weighed as much as five elephants. Since that time, the diversity of

odd-toed hoofed mammals has gradually decreased. Today there are only five species of rhinoceros remaining.

The black rhinoceros (*Diceros bicornis*) is found in the scrub and open woodlands of Africa where it can gather leaves and twigs using its triangular, prehensile lip. At one time, it ranged through all of Africa except the deserts and rain

forests. The gray skin is thick, but sensitive, and is naked of hair except on the tips of the ears and the tail. Rhinos wallow in mud to cool themselves from insects and parasites. They will lay in the shallow water while turtles tug at ticks embedded in their skin.

"Concerning the name of this beast, the Graecians, because of the horn in his Nose, call him Rhinoceros, that is a Nose-horned beast." —Topsell, 1607.



The black rhino uses its prehensile upper lip to grasp the massive amounts of shrubs and fruits it needs to survive.

The oxpecker, a small thrush-like bird, not only aids in parasite control but also warns the rhino of approaching danger. Such an alarm system is useful, for the rhino has poor eyesight. In contrast, his sense of smell is sensitive enough to track scent like a dog.

The black rhino is often a solitary animal, and is only rarely found in groups of more than five animals. With adequate food, a rhino will normally limit its wanderings within a one to fifteen square-kilometer range delineated by urine and fecal marking.

Despite its reputation as an aggressive animal, the black rhino usually exists peacefully with other animal species. Black rhinos will occasionally spar with each other, but this rarely results in significant injuries. Possibly because of its near-sightedness, a rhino may startle and charge unexpectedly, zeroing in on a target by smell or movement. A charging rhino will often stop short and turn away before reaching the object of its attention. Many of the reported aggressive attacks were from rhinos that were wounded from spears or bullets.

The black rhino has few natural enemies. Adults may occasionally be killed by hippopotamus or crocodiles when near water, but the greatest predator loss is due to lions preying on the young calves.

Like other large mammals, the reproductive rate is slow. After a 15 to 18 month gestation, the mother will give birth to a single calf weighing up to 120 pounds. The calf will stay with the mother for two to four years, until another calf is born.



All five of the rhi-

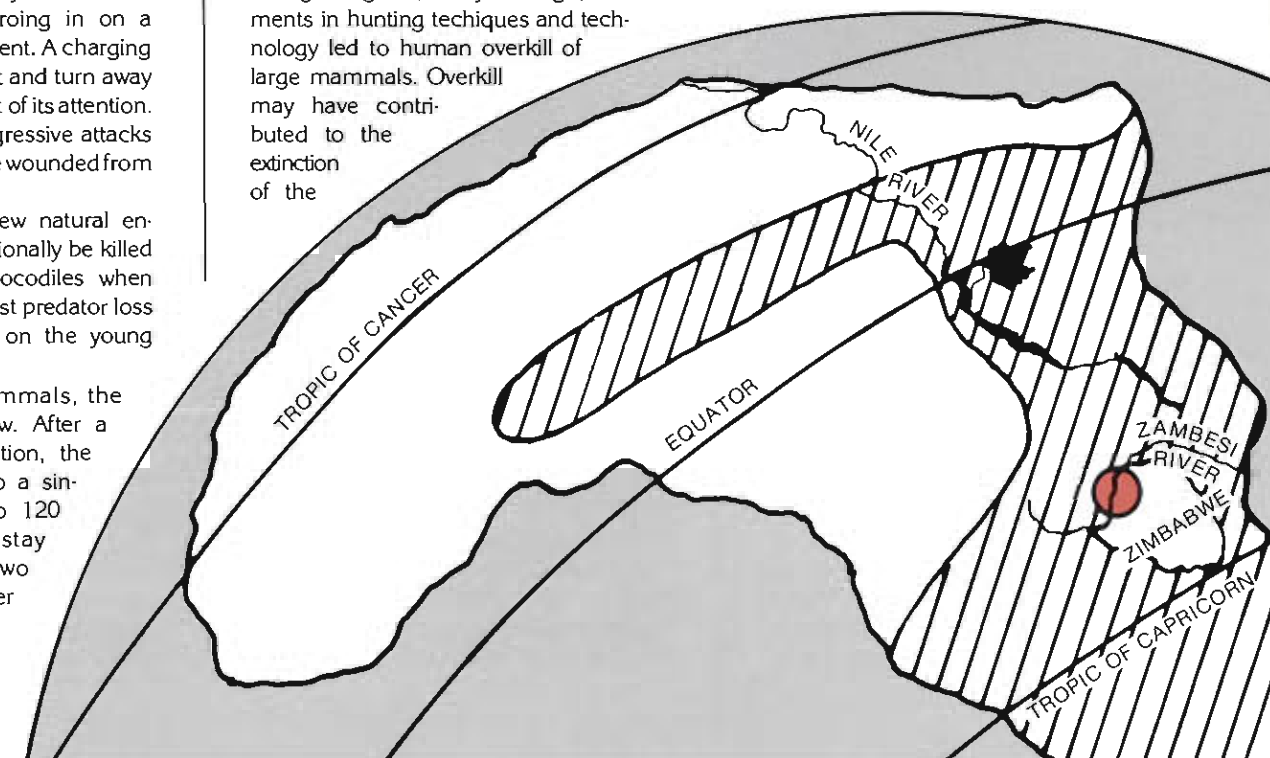
noceros species are endangered. There are less than 60 Javan rhinos left in the world, and less than 900 Sumatran rhinos. These small populations are still being pressured with poaching and habitat destruction. The Indian rhinoceros with a world population of 1,500, and the white rhinoceros of Africa with a population of 4,500, are pitiful remnants of numbers found in the recent past, but strict protection of these animals in reserves have allowed their numbers to increase. The black rhino world population of 3,000 animals would seem to indicate that this species is relatively secure. However, the decline of this species has been the most precipitous and continues today.

Beginning 17,000 years ago, refinements in hunting techniques and technology led to human overkill of large mammals. Overkill may have contributed to the extinction of the

wooly rhinoceros of the European and Asian tundra during the last ice Age. It is known that prehistoric man preyed upon the white rhinoceros in the African Sahara, and there is no reason to believe that black rhinos were exempt from being hunted. More recently, sling leg traps, poisoned arrows and spears have been used effectively.

Continued on next page

-  HISTORICAL RANGE OF THE BLACK RHINOCEROS
-  LARGEST SURVIVING POPULATION



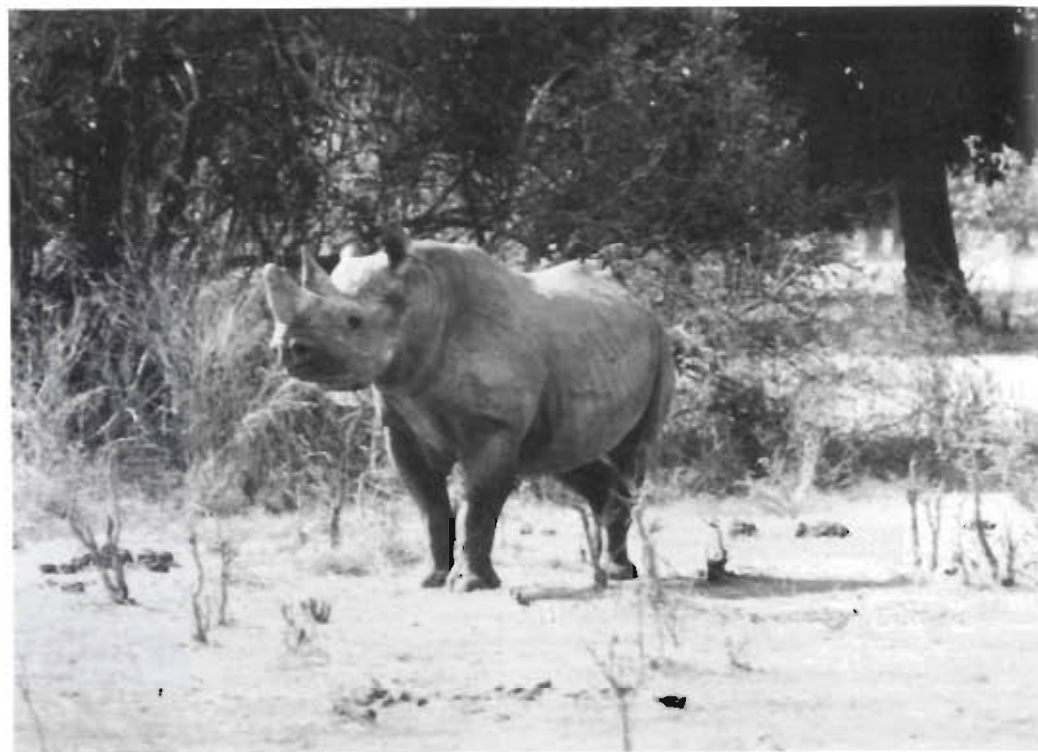
"A well-directed common leaden bullet is sufficient to make the largest rhinoceros bite the dust, but for a long range, say 100 yards, two-thirds lead and one-third solder is best; or better still all spelter."

—Leslie 1888.

The development of high-powered rifles in the 19th century has led to the slaughter of the black rhinos which is unabated even today. Killing rhinos became "sporting" for the Great White Hunter. Big game hunters killed thousands. Today, poaching rhinos for horn far outweighs the impact of hunting for sport or meat. Habitat destruction, which threatens the existence of many species of plants and animals, has little effect on black rhinos, since their loss due to poaching far exceeds the loss of habitat.

A graph of the black rhino population over the last century is an almost vertical line plummeting towards zero. Less than 150 years ago there were probably several hundred thousand black rhinos throughout much of Africa. In 1960 there were about 100 thousand left. In 1970 there were about 60 thousand. In 1980, 15 thousand; 1983, 13 thousand; 1985, eight thousand; 1987, four thousand; 1989, three thousand.

The situation is even worse than the numbers suggest. The remnant population of three thousand animals is scattered throughout the original range in isolated pockets. Some of these groups have less than 30. Fifty or even 100 animals cannot be self-sustaining over a long



period of time under natural conditions. Even if all killing stopped today, intensive management of the remaining animals would be required to ensure long-term preservation of genetic diversity.

The most distinctive feature of the rhinoceros is the horn or horns on its snout. Rhino horns are unique structures composed of tightly packed tubules of a keratinous protein substance also found in hair and fingernails. The horn sits upon a bony pedestal on the skull and grows approximately three inches per year. The black rhinoceros has two horns, the front horn is usually the longest. Typically one to two feet long, it is shaped by rubbing against trees or rocks. The longest recorded black rhino horn was four feet, five and one-half inches in length. This structure, which has evolved for the rhinos defense, is now leading to his demise.

For thousands of years, powdered rhino horn has been used for its alleged medicinal properties. In western India it is sold as an aphrodisiac, but in most of southeast Asia it is used for a variety of ailments. Tests have failed to substantiate any medicinal value, but the powder sells for up to seven thousand dollars a pound retail even today. It is literally worth its weight in gold. Speculators are stockpiling the horn to drive up the price in the event that the rhinos become extinct.

Rhino horn is no longer sold for its mythical poison-detecting properties, but another major demand can be traced to

dagger handles in North Yemen. Dagger handles made of rhino horn used to be reserved for royalty, but has now become the ultimate status symbol for a populous made rich by the Mideast oil boom. North Yemen may be the destination for up to 50% of the world's rhino horn supply.

It is the poaching of rhinos to meet these demands for horn that is rapidly propelling the species towards extinction. For example, in Zimbabwe teams of well-armed poachers from the adjacent country of Zambia will infiltrate across the Zambezi river. Rhinos are relatively easy to track. The poaching team may kill several rhinos in one day, quickly cut off the horns and leave the carcasses to rot. They kill baby rhinos for one or two inches of horn. In one rhino raid a poacher equipped with a high-powered rifle can earn enough money to support his family for a year.

The lucrative trade attracts government officials, politicians, and business men. Corruption is rampant. Rhino horn is smuggled from one country to the next in diplomatic pouches. In some countries the highest government officials have been implicated.

Attempts to stem the tide through regulatory measures, such as North Yemen's 1985 ban on rhino horn imports, have failed. Some countries are taking desperate actions to protect the remnant rhinos. Kenya's rhino population in 1969 was 18,000 and currently numbers approximately 250 animals. Animals are being transferred to fenced-in preserves with perimeter guards and, in some instances, armed guards standing over each indi-

"Many are the medicinal virtues that are ascribed to this horn when taken in powder..."

—Goldsmith 1844.

vidual rhino on a 24-hour basis. Strict curfews in Kenya's national parks are enforced with armed park rangers to discourage poaching. Even with such measures, rhinos have been killed in "commando-like" raids.

The largest remaining contiguous population of black rhinos in the world consists of less than 500 animals and is found along the Zambezi River in Zimbabwe. A war is going on between the poachers and under-equipped anti-poaching units of Zimbabwe. In the last eighteen months, more than 60 poachers have been killed and many more have been arrested. Rhino guards have also been killed by poachers who often have superior weapons. Earlier this year the chief of the anti-poaching unit was arrested for allegedly shooting an unarmed poacher who was digging up a cache of rhino horns. The anti-poaching unit quit and in the next six days 20 rhinos and 40 elephants had been poached. In addition to its shoot-to-kill policy, Zimbabwe is transporting some of the animals from the Zambezi river valley to safer locations.

International efforts are also being made to save the rhino. Protecting rhinos from poachers is an important part of the strategy. It has been demonstrated that if rhino populations can be effectively

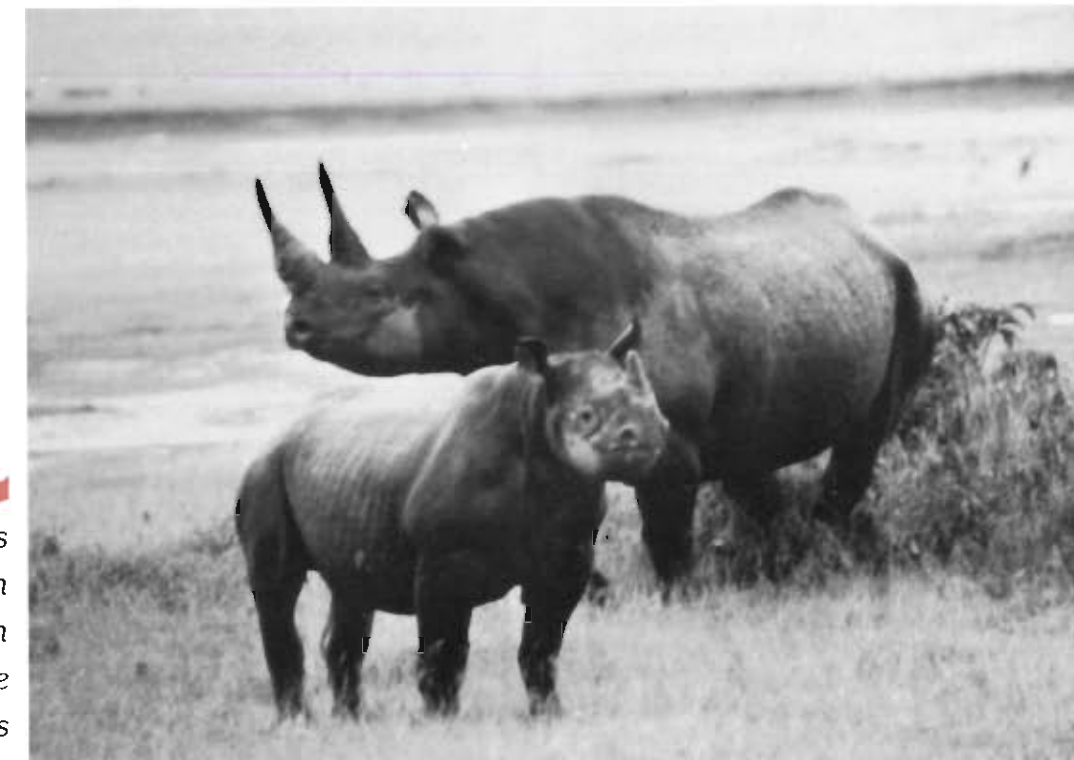
"The rhinoceros is hunted for its flesh, its hide, and its horns which being capable of a high polish fetched at the Cape a higher price than ordinary elephant ivory. It is extensively used in the manufacture of sword handles, drinking cups, ramrods for rifles, and a variety of other purposes. Among Oriental princes, goblets made of rhinoceros horn are in high esteem. They are supposed to have the virtue of detecting poison by causing the deadly liquid to ferment until it flows over the rim..."

—Hartwig, 1871.

in twenty years. The Rhino Rescue Fund, developed by Wildlife Conservation International, funnels funds from public donations to anti-poaching efforts.

A continental strategy for the conservation of black rhinos has been developed by the African Elephant and Rhino Specialist Group of the International Union for the Conservation of Nature Species Survival Commission. One segment of that strategy is to develop a viable breeding population of rhinos in captivity. This protected population would serve as a source for future reintroductions of black rhinos into the wild.

The Milwaukee County Zoo, the Zoo-



logical Society, and concerned staff members are directly involved in the conservation of black rhinos.

In accordance with the Rhino Specialist Group and Species Survival Plan recommendations, the Milwaukee County Zoo is planning to receive a pair of black rhinoceroses directly from Zimbabwe in the near future. These are two of ten rhinos from Zimbabwe to be distributed to conservation centers at five loca-

tions in the United States. This agreement was made with the government of Zimbabwe after years of negotiations by Game Conservation International (a group of citizens devoted to conservation) and the American Association of Zoological Parks and Aquariums. The expensive transport of the two animals to Milwaukee is being entirely funded by a generous donation from employees of the Miller Brewing Company, through the Zoological Society. This commitment was made three years ago. Any offspring from these animals will be owned by the Zimbabwe government for future population expansion efforts.

The Milwaukee County Zoo is a participant in the Black Rhino Species Survival Plan. This is a volunteer organization of black rhino conservation centers dedicated to preserving the genetic diversity of captive black rhinos for the next 200 years. This requires strict adherence to a scientific breeding management strategy.

Since 1984, with funding from the Zoological Society and a federal Institute of Museum Services Conservation Grant in 1987, the Zoo staff has developed successful methods of collecting viable semen from Indian and white rhinos at our zoo. Prior to our efforts, no one had ever been able to collect semen from an Indian rhinoceros or from an unrestrained white rhino. Hopefully, with additional funding from the Zoological Society and other grant monies, the rhino semen collection and preservation studies can

Continued on next page

be expanded to eight other zoos and three universities. We anticipate that this project will have a dramatic impact on the preservation of genetic material from all species of rhino.

The members of the Milwaukee County Zoo chapter of the American Association of Zookeepers have volunteered their time and expertise to raise desperately needed funds for a rhino preserve in central Kenya, and have recently made a significant cash contribution to the preserve.

The Zoological Society has sponsored numerous natural history safaris to Africa, including excursions in Kenya and Zimbabwe. The majority of the costs for such a safari contributes directly to the economy of these African nations. Tourism is one of the major impetuses and funding sources for the conservation of rhinos and other wildlife in these impoverished nations. While on safari, Dr. Boese has lectured to school groups in Zimbabwe on the role of zoos in rhino preservation.

Our Zoo will also participate in studies designed to improve the captive management of the black rhino. Much remains to be learned about these animals, especially with regards to nutritional requirements and disease control. At least twenty-nine black rhinos in captivity from around the world have suffered from a disease which has caused the destruction of their red blood cells. Nineteen of these animals have died. The cause and treatment of this disease is unknown. Additional rhinos have succumbed to other diseases of unknown origin. There are preliminary indications that captive black rhinos have low levels of Vitamin E that might be contributing to health problems. Surprisingly, the usual form of vitamin E supplementation does not seem to be helping. Our rhinos will be part of a study to develop effective methods of supplementation.

The efforts of many individuals and institutions from around the world are directed towards preventing the abrupt end of a 35 million year old legacy, but the long term success of these efforts is by no means certain. The commitment of the Milwaukee County Zoo and the Zoological Society and its contributors, such as Miller Brewing, will result in a significant contribution towards the preservation of the awe-inspiring and still mysterious black rhinoceros.

Dr. Beehler is the Director of Animal Management and Health at the Milwaukee County Zoo.

Save the Rhino Poster Project Sponsored by Miller Brewing Company

"The Last Rhino" is the title of a painting pictured on the cover of this magazine. It was created by Zoological Society artist, Jay Jocham. "The Last Rhino" is now just a title, but may soon become a tragic reality. The threat to the rhino is real. The threat to the rhino is human. You can ensure that the way of the rhino is not the way of the dinosaur. Authorities in zoology and conservation are very concerned about the dire circumstances surrounding the black rhinoceros of Africa. With their expertise and your support, the rhino can be saved from extinction so that our children and grandchildren may be able to praise our compassion.

Miller Brewing Company and its employees have become major supporters in the effort to save this majestic animal. A pair of black rhinos will be brought here from Zimbabwe thanks to a most generous contribution from Miller employees. To continue the conservation efforts, Miller Brewing Company is sponsoring the production of prints and posters of the art work featured on the cover. Proceeds from the sale of "The Last Rhino" will be

"Miller Brewing Company has a long history of supporting the Milwaukee County Zoo. This is an important effort in our role as good corporate citizens, to enhance the lives of the people in all of the communities where we do business."

*—Steven E. Forsyth,
Communications Director,
Miller Brewing Company*



Gilbert K. Boese, Ph.D., Zoological Society president, and artist, Jay Jocham, present "The Last Rhino" to the employees of the Milwaukee County Zoo.

used to support a rhino preserve in Kenya, care for the black rhinos due in Milwaukee while still in Zimbabwe, enhance the exhibition of the rhinos at the Milwaukee County Zoo, and produce materials to educate the public in America and Africa on the plight of the black rhino.

"All of us involved with and concerned about the plight of the rhino thank Miller Brewing Company for its concern and dedication to this project and for their help in making it possible," says Dr. Gilbert Boese, Zoological Society president.

If you would like to support this critical project, please attend a reception on **Thursday, April 27, 1989 at 7:30 p.m. in the Peck Welcome Center at the Milwaukee County Zoo.** You will meet the artist, Jay Jocham and have the opportunity to purchase a signed and numbered print or limited edition poster of "The Last Rhino."

You can also order a print or poster by sending a donation to the Zoological Society. For a donation of \$50, you will receive a signed, numbered print on acid-free gallery cover, bearing a specially printed remarque. A donation of \$20 will bring you a limited edition poster. Sales tax is included.

Please make checks payable and send to:

Zoological Society of Milwaukee County
Attention: Save the Rhino
10001 W. Bluemound Road
Milwaukee, WI 53226

Allow 4 to 6 weeks for delivery.

Prints and posters may also be purchased at the Zoological Society offices and at the information booth within the Peck Welcome Center at the Zoo.

MEMBERSHIP PERKS

Join the Wildest Club in Town



Enjoy family entertainment—365 days a year. Plus these benefits when you present your card and **drivers license.**

- FREE ADMISSION (includes your family if indicated).
- 10% DISCOUNT at all Zoo gift shops when you present your card.
- ALIVE subscription. Our fun and educational quarterly publication.
- NIGHT IN JUNE exclusive picnic for you and your family.
- BEAUTY AND THE FEAST annual program which hosts speakers for you and your family.
- SPECIAL MEMBERSHIP PREVIEW of new exhibits and rare animal acquisitions.
- FREE ADMISSION to 94 other Zoos and Aquariums in the United States and Canada. (See list below.)
- DISCOUNT on EDUCATIONAL PROGRAMS.
- Opportunity to join ZOO PRIDE, our volunteer organization, which lends support to a variety of Zoo programs.

Your donation is utilized in education & conservation programs, exhibit renovations, animal purchases, grounds improvements and special events.

ALABAMA

Birmingham Zoo
Montgomery Zoo

ARIZONA

Reid Park Zoo (Tucson)

ARKANSAS

Little Rock Zoological Gardens

CALIFORNIA

Charles Paddock Zoo (Atascadero)

The Fresno Zoo

Knowland Park Zoo (Oakland)

The Living Desert (Palm Desert)

Los Angeles Zoo

Sacramento Zoo

San Francisco Zoological Gardens

Santa Ana Zoo

Santa Barbara Zoological Gardens

CONNECTICUT

Beardsley Zoological Gardens (Bridgeport)

FLORIDA

Jacksonville Zoological Park

Central Florida Zoological Park (Lake Monroe)

Miami Metro Zoo

GEORGIA

Chehaw Wild Animal Park (Albany)

Atlanta Zoological Society

ILLINOIS

Miller Park Zoo (Bloomington)

Lincoln Park Zoological Gardens (Chicago)

John G. Shedd Aquarium (Chicago)

Glen Oak Zoo (Peoria)

Henson Robinson Zoo (Springfield)

Schovill Children's Zoo (Decatur)

INDIANA

Fort Wayne Children's Zoo

Mesker Park Zoo (Evansville)

Potawatomi Zoo (South Bend)

IOWA

Blank Park Zoo of Des Moines

KANSAS

Emporia Zoo

Lee Richardson Zoo (Garden City)

Topeka Zoological Park

Sedgwick Co. Zoo & Botanical Garden (Wichita)

KENTUCKY

Louisville Zoological Garden

LOUISIANA

Alexandria Zoological Park

Audubon Park & Zoological Gardens (New Orleans)

Greater Baton Rouge Zoo

Louisiana Purchase Gardens & Zoo (Monroe)

MARYLAND

Baltimore Zoo

Salisbury Zoological Park

MASSACHUSETTS

Franklin Park Zoo (Boston)

Veterans' Memorial Park & Zoo at Buttonwood (New Bedford)

MICHIGAN

Binder Park Zoo (Battle Creek)

John Ball Zoological Gardens (Grand Rapids)

Detroit Zoo

Potter Park Zoo (Lansing)

MINNESOTA

Lake Superior Zoological Gardens (Duluth)

Minnesota Zoological Garden (Apple Valley)

St. Paul's Como Zoo

MISSOURI

Kansas City Zoological Gardens

St. Louis Zoological Park

Dickerson Park Zoo (Springfield)

NEBRASKA

Folsom Children's Zoo (Lincoln)

Henry Doorly Zoo (Omaha)

NEW JERSEY

Turtle Back Zoo (W. Orange)

NEW MEXICO

Rio Grande Zoological Park (Albuquerque)

NEW YORK

Buffalo Zoological Gardens

Bumet Park Zoo (Liverpool)

Ross Park Zoo (Binghamton)

Seneca Park Zoo

Staten Island Zoo

Ulica Zoo

NORTH CAROLINA

North Carolina Zoological Park (Asheboro)

NORTH DAKOTA

Dakota Zoological Society, Inc. (Bismarck)

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Cincinnati Zoological Gardens

Cleveland Metroparks Zoological Park

Columbus Zoological Gardens

Toledo Zoological Gardens

OKLAHOMA

Oklahoma City Zoological Park

Tulsa Zoological Park

OREGON

Washington Park Zoo (Portland)

PENNSYLVANIA

Erie Zoo

Gettysburg Game Park (Fairfield)

Philadelphia Zoological Garden

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ZOOAMERICA North American Wildlife Park (Hershey)

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Knoxville Zoological Park, Inc.

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El Paso Zoological Society

Gladys Porter Zoo (Brownsville)

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Racine Zoological Gardens

CANADA

Calgary Zoo, Botanical Gardens & Prehistoric Park

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Reptile Breeding Foundation

Society Thanks Special Contributors

The Zoological Society is grateful to the following donors for their recent memorial contributions:

Doyle Alexander
Arthur Brady
Bruce Bush
Mary Garbe
William & Lynette Heimlich
Komisar, Brady, Zuckerman & Co.
Long Riders of Tripoli
Marshall & Ilsley Bank
Fay & Lee Melville
Milton Parlow
Robert W. Sager
Willis Zlick

We thank them for their thoughtfulness and generosity.

The Zoological Society offers its members the opportunity to make contributions in memory of, or in honor of, a family member or friend. It's a unique way to remember a birthday, anniversary, promotion or other special occasion. These donations will be used to advance the Society's dedication to conservation of wildlife, captive breeding programs, research, and education of over 160,000 school children who visit the Zoo each year.

Zoo visitors have the opportunity to not only observe vanishing species, but to learn and understand the plight of animals throughout the world. Your memorial or tribute contributions help to maintain the Milwaukee County Zoo's leadership role in the areas of recreation, conservation, education and exhibition.

Donations can be sent to the Zoological Society of Milwaukee County, 10001 W. Bluemound Road, Milwaukee, WI 53226. Be sure to include the name and address of the family of the person being remembered, or the person being honored so that an acknowledgement can be mailed. The amount of the donation remains confidential and your gift may be tax-deductible. For further information, call the Society at 258-2333.

Wok on the Wild Side

Nearly 500 people braved a cold, snowy evening to attend "Wok on the Wild Side" on February 4th. Guests enjoyed an outstanding seven course Chinese meal prepared by Toy's Chinatown Restaurant and Lee Johns Catering. Entertainment, provided by the Chinese/American Community of Milwaukee, included dragon, ribbon and fan dances along with a Kung Fu demonstration. Some adventurous partygoers attempted to learn the ribbon dance—and found out it's not as easy as it looks. Darlene Schultz-Toy was the lucky winner of the grand prize package of a trip for two to San Francisco, courtesy of Northwest Airlines and the Park Hyatt Hotel. We are especially grateful to all the sponsors of this fantastic event including Boston Store, Lee Johns Catering, Toy's Chinatown Restaurant, the Chinese/American Community of Milwaukee and the Fox Company.



Platypus Society Membership: Protect Wildlife and Enrich Humanity

The Zoological Society would like to welcome the following new Platypus Society members who joined after October 1, 1988. A to Z Party Rentals; Donald & Barbara Abert Fund; Ashley Foundation; Bucyrus-Erie Foundation; C&H Distributors; John Campbell; Dan Greenebaum; Helwig Carbon Products, Inc.; Industrial Electric Wire & Cable Inc.; J. H. Collectibles, Inc.; Kahn's Clothing; Kalmbach Publishing Co.; Maxon Industries; Lance Reyniers; Beth Rudell; Scott, Inc.; Jill Spanbauer; Split Rail Foundation; Sunshine Enterprises, Inc.; Jim & Sharon Tolkan.

Your association with the Platypus Society helps present and future generations serve wildlife and humanity. For further information and reservations for any of the lunches, call Bev Greenberg at 258-2333. Corporate/Patron lunches are planned for the following dates:

Thursday, May 18	Wednesday, May 24
Thursday, June 1	Wednesday, June 7
Thursday, June 15	

Benefits: gold card; Platypus Society list in *Alive*; premiere showings of new Zoo exhibits; VIP Zoo tours; Bronze platypus sculpture for \$2,500 and above donors; Platypus Society Dinner; committee involvement; Platypus Society sign at Zoo's entrance; and more.

PLATYPUS SOCIETY MEMBERSHIP

Corporate/Patron Name _____

Address _____

Phone _____

Individual Designee _____

Patron Membership	Corporate Membership
_____ \$500	_____ \$1,000
_____ \$1,000	_____ \$1,500
_____ \$1,500	_____ \$2,000
_____ \$2,000	_____ \$2,500 (Silver)
_____ \$2,500 (Silver)	_____ \$5,000 (Gold)
_____ \$5,000 (Gold)	_____ \$10,000 (Platinum)

PLATYPUS SOCIETY

10,000 PLATINUM CORPORATE

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In Praise of Pride

The purpose of Zoo Pride as defined in our mission statement is to promote interest in the programs of the Zoological Society and the Zoo and to endeavor to extend to our zoo visitors and the community at large, an insight into our animal collection and an understanding of zoological conservation.

Although our group of volunteers has increased in number and the diversity of our activities has expanded since we began, the purpose of our existence has remained unchanged. Our programs, such as the Elephant Management and Great Ape Narratives as well as the Remains to be Seen Carts and Tour Guide programs, promote zoological conservation in an effort to heighten awareness about our endangered animals and their plight. Our volunteers, steadfast in their commitment to conservation, take pride in the quality of the programs in which they participate.

As National Volunteer Appreciation Week approaches (April 9th-15th), our Zoo Pride volunteers are to be commended for their dedication, commitment and devotion as they continue to serve the Society, the Zoo, and the community.

Bring the Zoo to You

Bring a slice of the Milwaukee County Zoo to your next organization or club meeting! Zoo Pride's volunteer Speaker's Bureau offers a special visit to the zoo through slides of the animals and exhibits. Our programs are flexible enough to fit into your meeting agenda. For additional information, please contact the Zoo Pride office, 258-5667.

A Project With Pride

Our fundraising efforts are continuing this year for the new penguin exhibit as Zoo Pride volunteers "hop to it" for the King Penguins and Rockhopper Penguins. Zoo Pride will premier a new button this season focusing on the Rockhopper Penguins in an effort to raise money for the exhibit renovation. Please join us in filling our "hoppers" for our Hoppers!

An Upcoming Event that is all that you can BEAR . . . TEDDY BEAR DAYS: JULY 14, 15 AND 16

VOLUNTEER

IF YOU WOULD LIKE TO KNOW HOW YOU CAN BECOME A ZOO PRIDE VOLUNTEER . . . CALL 258-5667. WE HAVE EXCITING OPPORTUNITIES AWAITING YOU!!

Kenya Adventure

Looking for adventure? A summer trip to Kenya is the answer.

Encounter the Nairobi National Park. No where else is there a wildlife reserve with a great variety of animals so close to a major city. Venture 100 miles south to Amboseli National Park to see unusual mirages and the home of the lion, black rhino, elephant and cheetah. Continue to the "Millionaire's Paradise," Mt. Kenya Safari Club.

Enjoy a visit to the Samburu Game Reserve which is the gateway to the Northern Frontier of Kenya. Here, you will find the reticulated giraffe and zebra. Experience non-stop game viewing from your window or an observation platform on The Ark, known as the "Ship in the Forest," at the Aberdare National Park. The journey continues at the Masai Mara Game Reserve to study behavioral patterns of the predators. Sleep overnight in thatched roofed tents along streams and natural pools



which are favorite watering holes for the resident and migrant animals.

Departure is June 16, 1989 and return July 1, 1989.

For additional information, contact the Zoological Society, 258-2333.

Society Supports International Conservation Efforts

The Zoological Society has become a major contributor to international conservation efforts by supporting the MedARKS projects. MedARKS is a computerized animal record keeping system designed to integrate the Animal Records Keeping System (ARKS) developed by the International Species Information System (ISIS). MedARKS is used worldwide by more than 35 zoos, including the Milwaukee County Zoo.

The system will facilitate the exchange of animal records and medical experiences between these zoos. The exchange of this vital medical information will help zoos to maintain a healthy collection of exotic animals.

Cyd Mayer, who will be housed at the Zoo, has joined the ISIS staff as a computer programmer. Her particular duties will be the design and development of software for MedARKS. Cyd was a Milwaukee County Zoo employee for six and one-half years, most recently as the Hospital Manager. She has a background in both medical and veterinary technology.



Adopt an Animal

Fill an Easter basket with a bunny

Give Mom a bear hug and adopt a real bear

Tell Dad he's the price of your family with a lion adoption.

The ideas are endless. Choose from our collection of exotic animals at the Zoo.

Call 258-2333 for more information.

Your donation assists the Zoo with animal exhibits.



BREAKFAST WITH THE TEDDY BEAR

FRI., SAT., SUN.,
JULY 14, 15 and 16 • 9 A.M.
PECK WELCOME CENTER
MILWAUKEE COUNTY ZOO

Bring your teddy bear to meet our teddy bear for breakfast at the Zoo! Our breakfast will feature pancakes, sausage, juice, apple sauce and a beverage. You will receive a teddy bear cookie baked especially for you and a teddy bear breakfast button to wear. Special entertainment will be provided for your enjoyment as well as a visit with our guest of honor . . . Ted E. Bear. Tickets are \$5.75 for children and adults. Tickets must be ordered in advance. Please use the order form below. Limited Seating Available. Price does not include parking.

BREAKFAST WITH THE TEDDY BEAR

Please send _____ tickets at \$5.75 each.

Check choice of date

July 14 _____ July 15 _____ July 16 _____

Enclosed is a check or money order for \$_____ and a **STAMPED, SELF-ADDRESSED ENVELOPE.** (Tickets will be mailed to you.)

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

*Price includes 5% Wisconsin sales tax.

Make check payable and send to: **ZOO PRIDE-TEDDY**, 10001 W. Bluemound Road, Milwaukee, WI 53226. No refund for cancellations after July 9th. Please present tickets at gate for admittance.

The Year of Education

Education continues to occupy a critical place at the Zoological Society. 1989 has been named "The Year of Education" at the Zoo and many special programs will be offered. An exciting series, "Oceans of Knowledge Explores," will include programs for families, youth groups and the general public. The Education Department will continue to offer school programs, workshops and summer camps to the community. Society members can be proud of its award-winning Education Department's programs. If you have any ideas for education programs which you would like to share, we would be happy to hear from you. Send your suggestions to Zoo Education Ideas, 10001 W. Bluemound Road, Milwaukee, WI 53226.

Summer Camp Information

May 6th (Sat.): In-person Priority Registration; doors open at 9:30 a.m. **NOTE LOCATION: 9715 W. Bluemound (the old GMAC building, just east of the Zoo exit gate)** parking behind building; forms and listings will be available on that day.

May 8th, start of mail-in registration processing. To receive a registration form, send a **stamped, self-addressed, business size envelope** (one for each child you wish to register) to: Zoo Camps, 10001 W. Bluemound Rd., Milwaukee, WI 53226. Forms will be sent after April 20th.

General Camp Information

Special thanks to Mrs. Harriet Cleaver for her generous sponsorship of the Summer Camp Program.

Mini Camp is a one half-day session for youth 4 and 5 years old. Cost of the camp is \$9.00 for the general public and \$6.00 for Society members. Possible camp date selections: June 20-22, July 11-14, and July 31-August 3.

Zoo Work is a one half-day session for 6 year olds. Cost: \$9.00 for general public and \$6.00 for Society members. Choices for this camp include June 22 and 23, July 10 and 11, and August 3 and 4.

Day Camp is two half-day sessions for 6, 7 and 8 year olds. Cost: \$15.00 for general public and \$12.00 for Society members. Day Camp dates: June 26-27 and 28-29; July 18-19 and 20-21; and August 7-8 and 10-11.

Discovery Camp is a one-day session for 7 and 8 year olds. Cost: same as Day Camp. Discovery Camps will be offered on June 30, July 17, and August 9, 24 and 25.

Veterinary Science Camp is a one-day session for 9 through 14 year olds. Cost: same as Day Camp. Various camp dates include: July 5-7 and August 14-18.

Zoo Director Camp is a one-day session for 9 through 14 year olds. Cost: same as Day Camp. Camp dates; July 24-28 and August 21-23.

Exploring Animals and Art is a one-day workshop for youth ages 7-9, June 20th or 21st, and 10-14 year olds, June 22 or 23. Cost: \$20.00 for the general public and \$15.00 for Society members.

Exploring Animal Athletes is a one-day workshop offered for athletic youth ages 7-9 on July 11th or 12th and ages 10-14 on July 13th or 14th. Cost: same as Day Camp.

Exploring Animal Myths is a one-day workshop offered for youths ages 7 through 9 on August 15; and ages 9 through 14 on August 16 and 17. Cost: same as Day Camp.

Jr. Reporters Workshop is a full-day workshop for ages 10-15. Cost: \$15.00 general public; \$12.00 Society members. Date: July 18.

Parent Workshop is a two-hour workshop. Cost: \$9.00 for general public; \$7.00 for Society members (cost includes parking). Dates are June 21, June 26, and July 14.

Photography Workshop

"Animals Through the Camera's Eye" is a two-part workshop to be offered on April 22nd and 29th. Participants (limited to 20) will learn techniques for photographing animals and take a photo safari through the Zoo. The fee, which includes parking, is \$25 for Society members (\$30 for the general public). Call the Education Department at 256-5421 for registration forms.

Family Workshop

Make your family's next Zoo visit a fun learning experience. Attend the Family Workshops offered on April 29th and July 22nd. These two-hour workshops are scheduled for 10 a.m. and 1 p.m. "Springtime at the Zoo" will be offered on April 29th. Learn about plants and animals that make springtime at the Zoo exciting. Visit baby animals and dirty your hands with our wildflower activity. "Wisconsin's Summer Water Heritage" is planned for July 22nd. Learn about the importance of clean water, tour Lake Wisconsin, and more. Workshop fees are \$5 per family/per workshop. Call 256-5420 for registration forms.

Kudos to Northbrooke Hospital

The Zoological Society is grateful to Northbrooke Hospital for sponsoring "Explore Lake Wisconsin" held March 30 through April 2. Hundreds of people enjoyed special talks by zookeepers, viewed Department of Natural Resources and Milwaukee River Watershed Project exhibits and created a fish kite in the Education Center. We welcome Northbrooke Hospital to Milwaukee and thank them for their community spirit.

At the Zoo

April 30

Canoe the Zoo

Learn important water safety tips from Red Cross representatives during a visit to the Zoo.

April 28-30

Highlander Tennis Classic

Enjoy the best spectator tennis in the state at the Highlander Elite Fitness & Racquet Club. See details in this issue of *Alive*.

May 7

Family Photo Day

Winners of the annual Zoo Photo Contest will be announced today. Sponsored by Kodak.

May 14

McDonald's Mother's Day

Bring Mom to the Zoo **free** with a coupon from McDonalds.

May 20

Explore a Wealth of Beauty

Visit the Education Center and Stackner Heritage Farm between 10 a.m. and 3 p.m. and participate in demonstrations, mini-talks and activities. Programs conducted by Zoo gardeners and master gardeners.

May 27

Belle of Wisconsin

See a 40,000 lb., 20 ft. long cheese in the Stackner Heritage Farm, 1 p.m.-4 p.m.

June

Dairy Month

View special exhibits, observe milking demos, learn how cows are judged, and experience taste test every weekend in June.

June 4-July 2

Sunday in the Park Speaker Series

(See page 5 for details)

June 8

Zoological Society Membership Picnic

A very special evening at the Zoo exclusively for members and their families.

June 10-11

Conservation Weekend

Zoo visitors will learn about animal conservation issues and local environmental issues such as recycling.

June 18

Father's Day

Stop at Cousin's Submarine shops for lunch and a special coupon which admits Dad **free** to the Zoo.

June 24

Zoo Ball

Put on your dancing shoes and your wildest dress for a Night Flight Adventure to three continents at the Zoo. Call 258-2333 for reservations.

July 14-16

Teddy Bear Days

Paws for a furry, ferocious and fun-filled weekend for bear aficionados.

July 19

Beauty and the Feast

Enjoy a picnic dinner and speaker.

July 31

First annual Zoological Society Golf Outing. Details in the next issue of *Alive*.

August 17-20

Milwaukee A La Carte

Mark your calendars now for this favorite Milwaukee food fest!

GROUP RATES Groups of 20 or more can receive a discounted rate, however, membership cards can not be used in conjunction with group admission. Register your class or club today by calling the Education Department, 771-3040, extension 421.

Bear Your Hide and Advertise in *Alive*



If you are looking for prime advertising space—look no further. *Alive* is a unique magazine mailed to nearly 25,000 Zoological Society members four times annually. Each issue of *Alive* features a focus story on animals at the Milwaukee County Zoo and informs readers of special events and educational opportunities.

Starting in July, for the first time ever, you will have the opportunity to reach *Alive*'s very special readership—over 60,000 people interested in family-oriented entertainment, recreation, outdoor activities and wildlife conservation.

Space is limited. Don't horse around. Act shrewdly like a fox and receive zoependous savings.

Advertising in *Alive* is not monkey business, it is good business. Call 258-2333 for information on our very competitive advertising rates.



Zoological Society of Milwaukee County
10001 West Bluemound Road
Milwaukee, Wisconsin 53226

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