

# Alive



## Red Panda

Inside:

- Dinosaurs
- Winning Wildlife Artists

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

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President's Letter



Like many of the organizations and businesses in our community, the Zoological Society has been affected by the recent changes in the economy. To maintain the level of programming you have come to expect from us and remain fiscally solvent, we have made some changes. After evaluating our priorities, we implemented changes that mainly affect internal operations but still allow us to maintain program continuity. One of the more visible changes will be a reduction in publications; therefore, we will not be producing the July issue of *Alive* magazine. However, we are pleased to present this information-packed issue of *Alive* that includes our Annual Report for 2000-2001. This is the first time we have shared the Annual Report with our full membership. We hope you will take time to read it and learn how your dollars help us fulfill our mission to support the Milwaukee County Zoo, to educate people about the importance of wildlife and the environment, and to take part in conserving wildlife and endangered species.

Over the years, we have learned a great deal from our members. We know that you appreciate the programs, events, upgraded Zoo exhibits, and education classes provided by the Zoological Society. The popularity and value of a Zoological Society membership is evident in our growth, and we are pleased to report that our membership is now over 56,000 households strong. However, as we grow, our ability to provide the same quality programs, benefits, and Zoo support has become a challenge.

Now we are asking you to pull together as a group in a new way, and to build on the power of our numbers. In the last issue of *Alive*, we told you about our Annual Appeal campaign to raise funds to improve Monkey Island. We are in the middle of our campaign and are far short of the \$415,000 needed for the project. **If each family would donate to the campaign, even at a minimum of \$12 (just one dollar a month) this one action across our 56,000+ member households would ensure our success.** Please join us in this effort. Inside this *Alive*, you will find the Annual Appeal envelope. Please take a moment to make your contribution. Our Zoo is a treasure to this community, and your contribution will enhance your Zoo visit and that of future generations.

*Gil Boese*

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

# Alive

VOLUME 22, ISSUE 2  
APRIL - SEPTEMBER 2002

## Features

### 4 They're Back

Your favorite dinosaurs, including *T. rex*, return to the Milwaukee County Zoo this summer – and they're bringing some new friends. Travel to the Zoo's own prehistoric "island" for SBC presents Dinosaur Island.

### 6 Winning Wildlife Artists

Wild cats and wolves are the focus as we present the winning artworks in the Zoological Society's Eighth Annual Endangered Species Art Competition, sponsored by the Robert K. and Joyce R. Cope Foundation.

### 9 Coins Kill

Help the Zoo take action to prevent our endangered birds and other animals from being killed by the toss of a coin. Yes, some Zoo visitors actually have killed animals by throwing coins or other objects into the exhibits. Learn what you can do.

### 14 Annual Report

For the first time, the Zoological Society of Milwaukee is publishing its Annual Report in *Alive*. It's our chance to thank members and other contributors for their fantastic support.

## Departments

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## Kids alive

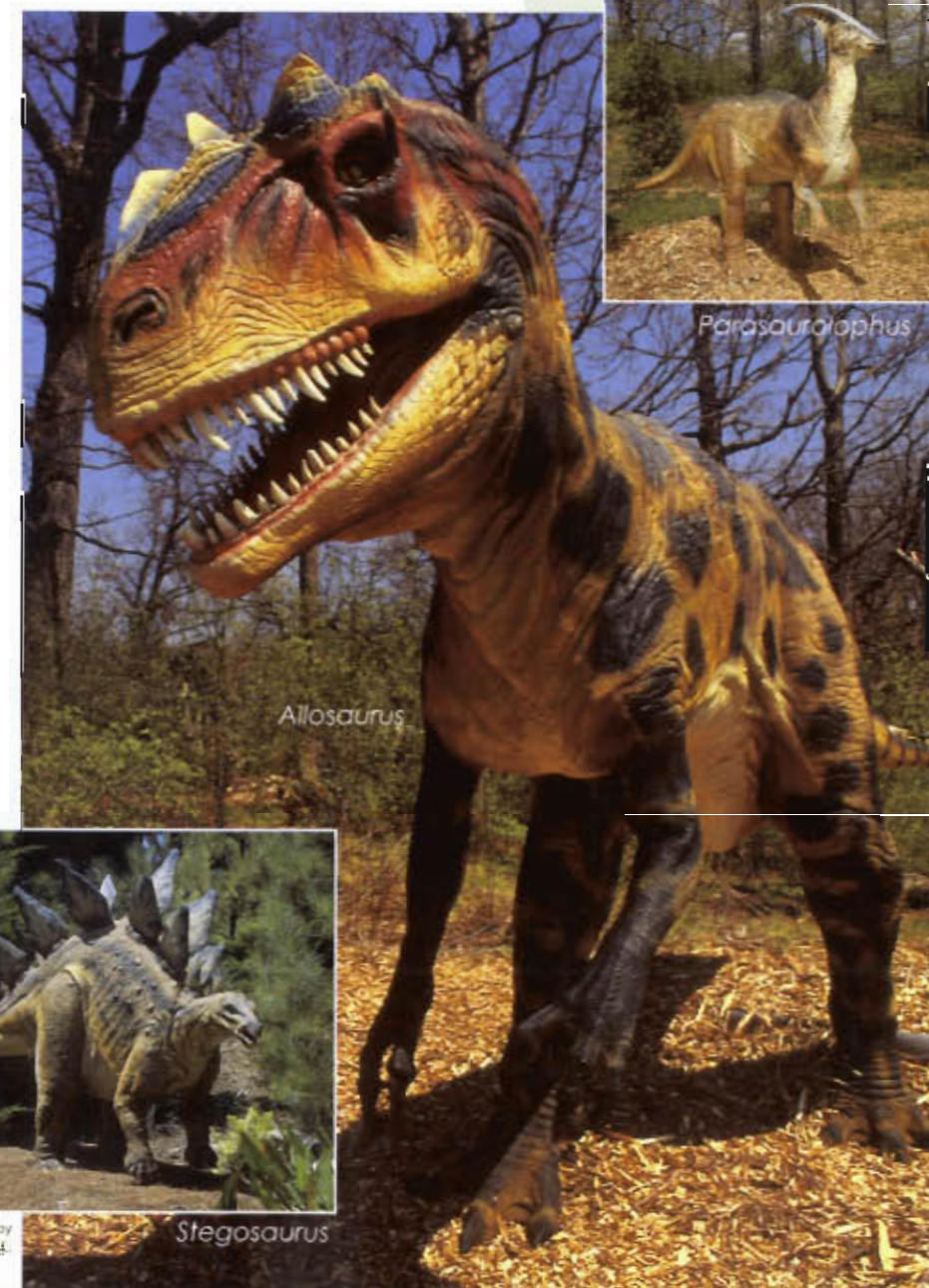
- 9-10 Zoo animals, zookeeper jobs

## On the cover

Wendell the red panda

## No July Issue

To maintain the programs you have come to expect from us and remain fiscally solvent in an uneven economy, the Zoological Society has made some changes. For 2001 we are dropping one issue of *Alive* magazine, in July. Look for your next issue in October. Meanwhile, keep up on animal news and coming events by checking your issues of *Wild Things* newsletter, published six times a year.



T. rex and Parasaurolophus photos by Mike Nepper; Stegosaurus by Dino-Mag.

# DINOSAUR SUMMER



*Dilophosaurus*

BY PAULA BROOKMIRE

Dinosaur fans, prepare for a fantastic summer. Starting May 25 and running all summer through Sept. 2, it's dinosaur time at the Milwaukee County Zoo. Follow the dinosaur footprints to the Zoo's own prehistoric "island" for SBC presents Dinosaur Island. Here in an exotic outdoor setting you'll meet 23 robotic dinosaurs that move and growl in very lifelike ways.

These big-as-life dinosaurs were built by a team of scientists, artists, engineers and computer experts at DinoMAE Creations, Inc., in California. Molds made from clay sculptures were covered with a liquid foam rubber to form skin. Compressed air was used to make them move by activating air cylinders inside a dino's arms, legs, head and tail.

The movement and the sounds bring them to life. So, as you walk through this prehistoric world, beware the *Torosaurus*, with a horned head believed to be the largest of any land animal in the Earth's history. Watch out for the *Baryonyx*, with

a toothy jaw that looks like a crocodile's. Duck below the towering neck of the *Omeisaurus*, a dinosaur that could grow to 68 feet long.

These dinosaurs may not be as familiar as *Triceratops* and *Tyrannosaurus*

*rex*, but they are just as imposing. Imagine a crocodile 34 feet long, weighing 2 tons and sporting 14-inch claws on legs much longer than the crocs on Earth today.

There you have *Baryonyx*. This fish-eating creature lived in areas that would become Europe and Africa.

Your old favorites that were here in 1996 will be back: the roaring *T. rex*, the slashing *Utahraptor*, the spitting *Dilophosaurus*, the bleeding *Triceratops*. The babies and teenagers will be back, too: *Parasaurolophus*, *Stegosaurus*, *Triceratops* and *Tyrannosaurus*.

But just look at the friends they're bringing. Besides *Baryonyx*, there are:

**Allosaurus** – With its dagger-like teeth, this 4-ton monster was a fierce predator. It looked a bit like *T. rex* with its small forelimbs, but its 36-foot length could not match the 50-foot length of *T. rex*. *Allosaurus* hunted in packs and probably could bring down a much larger dinosaur. Range: western North America, possibly Europe and Africa.



*Dimetrodon*

**Amargasaurus** – This peculiar elephant-like species had a dramatic dual frill on its neck, supported by spines from the backbones. The frill looked a little like a horse's mane. This plant eater was 33 feet long and weighed up to 3.3 tons. Range: southern South America.

**Ankylosaurus** – This plant eater was one of the last and largest of the club-tailed, armored dinosaurs, says dinosaur expert Don Lessem in his 1996 book *Dinosaur Worlds*. "Built low to the ground, it had armor over much of its body, including the eyelids." It weighed 3 to 4 tons and was 20 feet long. Range: Montana and Alberta, Canada.

**Deinonychus** – Agile and swift, this powerful little predator could run down other creatures. Only about the size of a 6-foot-tall human, it weighed only 175 pounds. But a sharp, oversize claw on the second digit of each hind foot could rip open prey, giving it the name of "terrible claw." The example in this exhibit has feathers for insulation. Range: western North America.

**Dimetrodon** – This was a pelycosaur, an animal that preceded the earliest dinosaurs by more than 40 million years. At 8 feet long and 150 pounds, it was close



*Parasaurolophus*

to the size of today's komodo dragon. Its most striking features were a tall "sail" on its back and a large array of teeth of two different sizes. Range: western North America.

**Metricanthosaurus** – This large carnivore with a humped back had back spines that were almost 10 inches long, twice as long as its vertebrae. It walked with its huge head pushed forward and its tail straight out behind it to balance the heavy head. Range: England.

**Omeisaurus** – This dinosaur beats the giraffe when it comes to long necks. Like the giraffe, it was a plant eater. Its body ranged from 54 to 68 feet long, and probably half of that was neck. A slow-moving *Sauropod*, it walked on four legs, but if threatened, it could rear back on

its hind legs to increase its height. Range: China.

**Protoceratops** – This plant eater belongs to a group called the horned dinosaurs that lived in the Gobi Desert. In this exhibit you'll see only its tail, as it digs into the sand looking for food. Range: Mongolia.

**Torosaurus** – Because of the large frill framing its two-horned head, this dinosaur is believed to have had the largest head of any known land animal. It's known as the "bull reptile." It lived in herds and was a close relative of *Triceratops*. *Torosaurus* weighed



*Torosaurus*

5 tons and grew to 24 feet long. It lived in well-watered, forested coastal plains. Range: western North America.

**Velociraptors** – Made famous by Steven Spielberg's "Jurassic Park" movies, these carnivorous creatures are not so fearsome in this exhibit. In real life they were only about the size of a wolf, not the human-size beasts in "Jurassic Park." You mainly see them here wagging their tails as they stick their noses under rocks looking for food.

So put on your safari hats and prepare to meet those ever-popular dinosaurs. And, kids, look for the children's activity area.



*Tyrannosaurus rex (T. rex)*

## Free Viewing

Zoological Society members will get a free viewing of SBC's Dinosaur Island during Nights in June, a members-only event. You'll receive an invitation in the June issue of *Wild Things* to one of three Nights in June dates: June 12, 13 or 14.

# 8th Annual People's Choice ENDANGERED SPECIES ART COMPETITION

Tigers, bears, and other endangered species inhabited Mayfair Mall February 2-17, some on canvas, and others in clay. They were all part of the student artwork exhibited in the Zoological Society's Eighth Annual People's Choice Endangered Species Art Competition, sponsored by the Robert K. & Joyce R. Cope Foundation. The competition is designed to encourage student artists and to bring to public attention the number of animals that are endangered. The artwork by high school and college students was juried, and then the selected pieces were displayed at Wauwatosa's Mayfair Mall for public voting.

At Mayfair, more than 2,800 people cast votes for their favorites among the 66 depictions of endangered species. Each of the top six students, three high school and three college, received a People's Choice award: \$100 and a Zoological Society membership. The four judges also picked two juror's choice awards (with prizes of \$50 each): a grizzly in clay and an owl on batik. Four Honorable Mention awards went to two college and two high school students, who each received a \$50 gift certificate to Artist and Display art-supplies store.

## Honorable Mention

- Ostrich, oil painting of a West African ostrich, by Brian Gerber of Brockfield Academy
- Orangutan, oil painting of a great ape, by Shannon Boneck of Waukesha West High School
- Red Wolf, oil painting of a red wolf, by Colleen Corrigan of University of Wisconsin-Madison
- Untitled, a black and white photo of an African elephant, by Maria Kirschling of Mount Mary College



**Jurors' Choice, 3-D**  
Untitled, clay sculpture of a small grizzly bear by Kerry Schneider of Germantown, from Germantown High School



**People's Choice (College)**  
Southern Sea Otter, watercolor & pen by Amy Franczak of West Allis, from Milwaukee Area Technical College



**People's Choice (College)**  
Tigers' Rock, oil painting of Siberian tigers by Shannon Rickey of Madison, from University of Wisconsin-Whitewater

**Jurors' Choice, 2-D**  
Night Watcher, batik of a northern spotted owl by Katie Merriman of Sheboygan, from South High School, Sheboygan



**People's Choice (High School)**  
Felis tigris, a tiger's face made of dyed eggshells by Caitlin Myers of Waukesha, who is home-schooled



**People's Choice (High School)**  
Gray Wolf, oil painting of a timber wolf by Megan Gonyo of Waukesha, from Waukesha West High School

**People's Choice (College)**  
Florida Panther, colored pencil & pastel by Rebecca Jabs of Evansville, from Wisconsin Lutheran College



**People's Choice (High School)**  
Forewell Falcon, Prismacolor by Ana Rodriguez of Kenosha, from Reuther Central High School, Kenosha



# Coins **Kill** Animals

BY PAULA BROOKMIRE

Some of the Zoo's most endangered birds face another danger: Zoo visitors who throw coins and other objects into exhibits.

"The problems we see are usually from pennies, which are no longer made of pure copper," says Dr. Roberta Wallace, senior Zoo veterinarian. The U.S. Mint began making pennies with zinc cores and a thin copper coating in 1982. Zinc corrodes faster than copper. "The pennies are brittle and break easily. The thin copper coating wears off quickly, exposing the zinc. Although copper can be toxic, zinc is the primary culprit, causing severe heavy metal toxicity."

Among Zoo animals hurt by objects thrown into exhibits are: An endangered wattled currawong died from zinc poisoning in spring 2001. A Humboldt penguin died from the same cause in 1997. An endangered Congo peafowl ingested a 3-inch-long metal bar last December and needed surgery. A rare waldrapp ibis swallowed a pin from a nametag, and the pin protruded from the stomach to outside its body; surgery saved the bird. An ostrich died after swallowing heavy wool mittens that obstructed its digestive system. A Victoria crowned pigeon swallowed a pencil a child stuck in its exhibit; a visitor reported it to vets, they removed the pencil, and the bird survived. An emu ate a screw and other hardware and was saved by surgery.

"Coins have been a problem primarily in birds, although all animals are potentially at risk," says Wallace.

"The birds most affected are the intelligent birds that are attracted to shiny items and novel things," says Kim Smith, curator of birds. "It's the same problem people have with their children. You wouldn't give a penny to a toddler. You shouldn't give one to a bird." Even though signs (photo at left) were put next to the Humboldt penguins last year saying, "COINS KILL," apparently some visitors

just saw the word "coins" and thought they should throw coins into the penguin pool. "I think that people don't realize that the coins hurt the birds," says Smith. She says the Zoo will experiment with different signs in May to get the message across clearly. "I think this is just a matter of educating the public." 🐾



Corroded pennies found in birds and a coin (white circle) inside an X-rayed wattled currawong that died

## What can **you** do?

- 1) If you see anyone other than a zookeeper throwing anything into an animal exhibit, notify a Zoo staff person immediately (look for someone in a blue shirt with "Zoo" on it). Or report it to the Zoo Administration office. "If we find out immediately, we can remove the object before it causes too much damage," says bird curator Kim Smith.
- 2) Provide as much information as possible: where you saw the incident, what type of animal was involved, what time it was.
- 3) Don't throw coins or other objects into any pool, exhibit or area with animals, including the wild geese and peacocks that roam the Zoo.
- 4) Don't feed the animals (except the goats in the Zoo's farm). They're all on special diets and could choke on or get sick eating food from visitors.

## The good news

To replace the wattled currawong killed by coins last year, the Zoo has a new pair of endangered wattled currawongs. Kim Smith hopes they will breed. "There is a nest in there now. They're new to the exhibit, so they may not breed this year." Native to savannas and grasslands in South America (where their habitat is decreasing rapidly), these nearly 2-foot-tall birds have an interesting call, says Smith. "It's like a low whistle that goes from a low to a high pitch." The male has a large red wattle, a flap of skin that goes around his beak. The female's wattle is smaller.



The Zoo's new female wattled currawong



# Kids ALIVE

www.zoosociety.org

## Little Red Pandas

If you haven't seen the cute red pandas that went on exhibit in February at the Milwaukee County Zoo, don't miss them. There are two males: He-ping and Wendell. He-ping is smaller and has a very light face. Wendell's face is the rust-red panda color. They love to scamper around the trees in their outdoor exhibit at the front of the camel yard. Want to know more?



- ▶ Red pandas dwell in Asia's Himalayan Mountains
- ▶ They live in treetops of bamboo forests
- ▶ They look a bit like raccoons and may be related
- ▶ Red pandas are related to giant pandas.
- ▶ Both pandas eat bamboo, but red pandas eat the leaves. Giant pandas eat more of the bamboo stems.

▶ Their forest homes are disappearing, but people are trying to save them.

He-ping



## Guess Why It's a Tomato Frog

It's big. It's red. It's round. It weighs a quarter-pound. Yes, it's a frog. It's named Mike. It's from Madagascar. That's an island country in the Indian Ocean off the coast of Africa. This frog sits "like a tomato" in the bottom of the Madagascar exhibit in the Zoo's Aquatic & Reptile Center, says area supervisor Jaqui Mundell-Wachowiak. Here's more:

- ▶ This orange-red frog is about 4½ inches in diameter
- ▶ Its back feet are webbed, but its front feet are not.
- ▶ It lives in ditches and streams.
- ▶ It makes sounds, but they aren't pretty unless you're a frog.

## Answers to Marine-Mammal Quest, January 2002:

This mammal swims along the coast of California, uses its front flippers for propulsion, and has visible earflaps: **sea lion**.

This mammal swims along both the Atlantic and Pacific coasts of North America, propels itself using its rear flipper, and has no external ears: **harbor seal**.



Boelen's python

**Here's a fun job:**

**Creating an animal home in the Zoo that looks like it's outdoors.**

Zookeepers Tim Tews and Craig Pelke in the Aquatic & Reptile Center have been fixing up their animal exhibits to make them look more natural. The hard part? "You want visitors to notice the animal, and you want the animal to look at home, as if it were in its native environment. But you also need to set up the exhibit so that the keepers can clean it," says Tews. A hidden door in the back of each exhibit lets keepers reach in and clean the windows. Look for these spiffed-up exhibits when you visit:

### 1 Green tree python & shingleback skink exhibit

- A bright green python drapes itself over a new branch set close to the window. This nocturnal snake sleeps all day and is not bothered by people coming up close.
- Floor has a Zen garden feel, with groupings of stones for the skink to crawl on.
- Lights at the top of the exhibit match the spectrum of sunlight, so the reptiles feel like they're outside.
- Plastic and silk plants add color. "My degree is in visual communication/art," says Tews. "So it helps me in finding props for exhibits."

### 2 Boelen's pythons exhibit

- Snakes are perched on moss-covered branches farther back from the window. These new snakes don't like people. Keepers had to put up a temporary sign: "Please stay back. Please don't tease. [Snakes] will strike the glass and hurt themselves."
- A fogger at the top of the exhibit adds steam to make it humid, like the mountain rain forests where the snakes live in New Guinea.

### 3 Black tree monitors exhibit

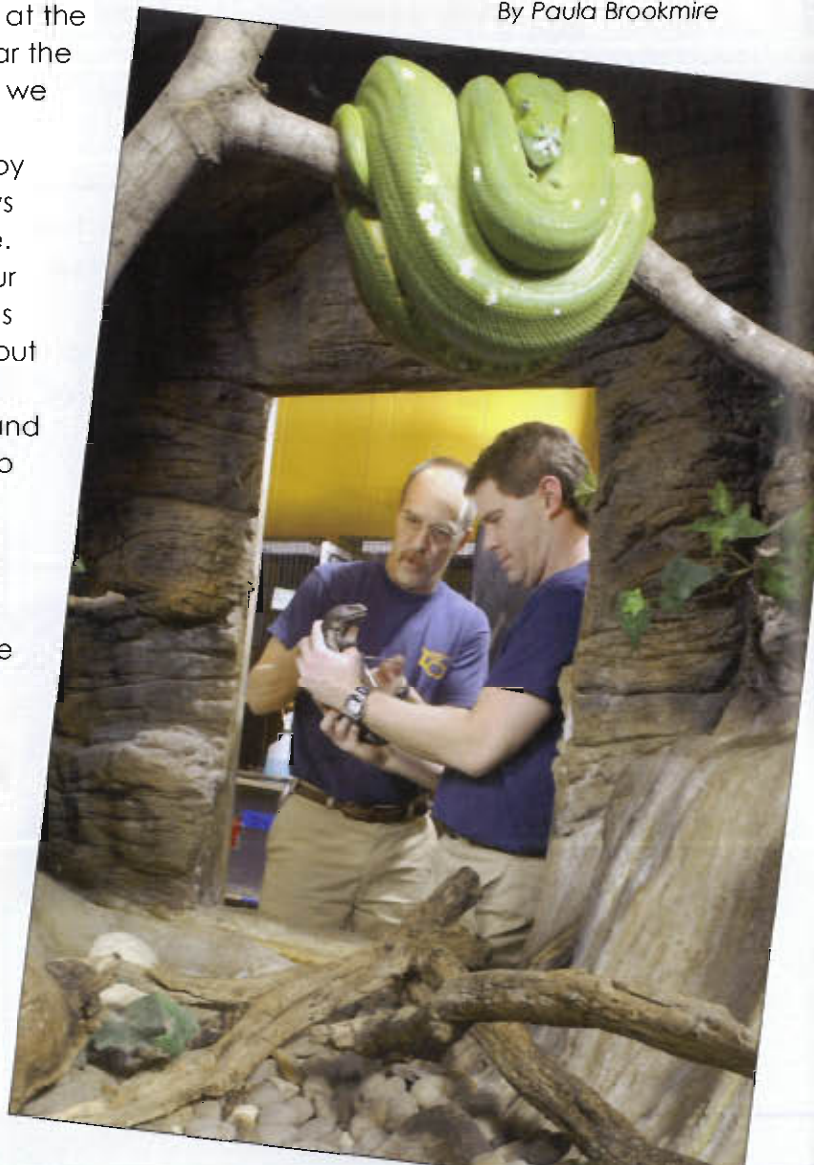
- This mini-forest was created for the Zoo's new, fun-to-watch, lively lizards. "We took branches that we found in the woods here, added some synthetic vines, and put live bromeliads at the bottom near the pools. Now we have some pretty happy lizards," says Craig Pelke.
- Look for four black lizards darting about on rocks, branches and bushes. Also look for a gray tokay gekko with light blue and orange spots. It's usually at the top of the exhibit, almost hidden.

Tim Tews (left) trims the toenails of the shingleback skink while Craig Pelke holds the lizard still.

### 4 Caribbean Island Snakes

- Look for bright green lizards called Cuban knight anoles. New synthetic vines that stretch from the back of the exhibit to the front allow visitors to see the lizards easily.

By Paula Brookmire



**Priceless Zoo Pride**  
• Zoo and Zoological Society events and programs

**\$100,000 +**  
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**Milwaukee Journal Sentinel**  
• Zoo a la Carte\*

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• Conservation Weekend\*  
• Egg Day\*  
• Family Free Days at the Zoo\*  
• Father's Day at the Zoo\*  
• Kids Nights\*  
• Nights in June\*  
• Ride on the Wild Side Family Bike Ride\*  
• Samson Stomp & Romp\*  
• Snooze at the Zoo\*  
• Summer Camps\*  
• Trick-or-Treat Halloween Spooktacular\*  
• Twilight Safari\*

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**Tri City National Bank**  
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• Playhouse Raffle



Jays and Roundy's Pick'n Save have sponsored Kids Night at the Milwaukee County Zoo for seven years, including the event coming up this July. Full of fun and entertainment, Kids Night is just for Zoological Society members. Kids love it, as anyone can see by the delight this boy shows playing in one of the Zoo's water sprays at last year's Kids Night.

The Serengeti Circle is an exclusive group of corporations and foundations that support the Zoo and Zoological Society through grants and sponsorship of special events, exhibits/attractions, educational and conservation programs and promotions at the \$2,500 level and above. For more information on sponsorship opportunities at the Zoo, please call Patty Harrigan, (414) 302-9485.

**Quaker Tropicana Gatorade Sales**  
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The Zoological Society recognizes its major donors through membership in the Platypus Society. Platypus members have the option to receive exclusive VIP benefits. If you would like more information about the Platypus Society, please contact the Zoological Society's Development Director, Joan Rudnitzki, at (414) 276-0843, vmail 217.

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

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+ Members who have increased their level of giving by 10% or more  
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5-year Platypus Society Member in bold (updated each fall)  
Friends contributing to the Platypus Society after March 4, 2002, will be recognized in the next issue of Alive.



"The power of the Zoological Society is in its members - 55,000 strong. When members get involved in any part of our mission, we see the power in those numbers. They make a difference in the success of the Zoo and the Society."

*Q.W.M.*

Quinn W. Martin  
Chairman of the Board

# 2000-2001 Annual Report

## Zoological Society of Milwaukee

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

Most of what the Zoological Society accomplishes - in education, conservation and support of the Zoo - is due to our broad base of support. This includes about 55,000 Zoological Society members, our Platypus Society members, animal sponsors, Serengeti Circle members and volunteers. So we want to thank you. Thanks for taking us over the top in last year's Annual Appeal for Big Cat Encounter. Our donors raised \$165,795 to build nose-to-nose viewing windows and remodel the outdoor lion and cheetah exhibits. Thanks for supporting our year-round education workshops, filling them to 99% capacity last year. Thanks to those who sponsor animals, giving direct support to the Zoo's collection. Thanks to our 370 members who are active volunteers in Zoo Pride, donating 47,618 hours last year. And thanks for coming to the Milwaukee County Zoo and for participating in our fund-raising events. The collective strength of your support has propelled us closer to that goal of a better world for both humans and wildlife.

In the following pages, we thank many of our specific donors, grantors, sponsors and other contributors who help us achieve our mission. But first, let's review 2000-2001's achievements in each part of our mission:

### Zoo Support

From the frigid world of Antarctica to the steamy bayou of Louisiana, special traveling exhibits at the Milwaukee County Zoo in 2000-2001 introduced you to exotic climates and their denizens, thanks to the Zoological Society of Milwaukee and its sponsors. Firstar's Antarctica ran Feb. 5 to May 6. Ameritech brought you Reptiles: Real & Robotic featuring the White Alligator from May 26 to Sept. 3. In mid-June, thanks to the Holz Family Foundation, a new overlook into improved impala and bongo exhibits brought you closer to African antelope in Holz Family Impala Country. And in mid-July Big Cat Encounter opened, thanks to our Annual Appeal donors. The Zoological Society enhanced its Winter Wonderland, held during Holiday Night Lights, which was sponsored by Wisconsin Electric-Wisconsin Gas. This indoor fantasy area was filled with 50 trees donated by Hawks Nursery and decorated by children in scouts and 4-H Clubs. Behind the scenes, the Society continued to support Zoo veterinarians and vet interns and other Zoo interns, to help with Zoo maintenance, to feed the Zoo's koalas and to plan for major new capital projects. Zoo Ball brought in more than \$420,000, and the 11th Annual Miller Birdies and Eagles Golf Tournament raised \$90,000. We brought our popular butterfly exhibit from summer 2000 to the Louisville Zoo. And we continued producing five publications promoting the Zoo, conservation and education. Overall in 2000-2001, we provided more than \$5 million to support the Zoo, an increase of 11% from the year before.



A Weddell seal at Firstar's Antarctica



West Milwaukee students involved in our Birds Without Borders - Aves Sin Fronteras program

### Education

Zoological Society education workshops in 2000-2001 were filled to 99% capacity (5,945), and we served 728 more students than the year before. Providing more personal service to help parents with registration made a big difference. Our summer camps were as popular as ever and were made possible thanks to sponsorship by Quaker Oats and Roundy's Pick'n Save. We also reached 2,458 more teachers (a total of 9,225) with either curriculum materials or with direct teacher training in cooperation with the University of Wisconsin-Milwaukee. Our school

programs, both at the Zoo and off site (including our Keepers of the Wild program, sponsored by Kimberly-Clark, in Fox River Valley schools) reached 227,493 children, and we piloted a Pee Wee Animal Ambassador program to second graders. We continued summer camps for children in Madison and Oshkosh. Zoological Society naturalists took live animals throughout the state as we expanded Roundy's Pick'n Save's Care for Critters free programs at libraries and festivals. Internationally, our educators made three trips to Belize to train our Belize staff and introduce Belizean teachers to our Birds Without Borders - Aves Sin Fronteras project, designed to educate students in bird research and conservation. Overall, we reached about 500,000 people with messages about conservation and wildlife. In September 2002, we plan to break ground for a much-needed new Education Center with more classrooms.

### Conservation

The Zoological Society supports important conservation projects and research internationally, in Wisconsin, and at the Zoo:

- Birds:** Birds Without Borders - Aves Sin Fronteras completed five years of field research in Wisconsin in October and prepared for the final field research season in Belize (December-March 2002). Researchers began data analysis with plans to produce a report of tips for landowners on how to encourage birds to visit their property. In 2001, researchers in Wisconsin and Belize banded more than 2,300 birds, studied 115 nests to determine breeding success, observed avian food supplies during migration and habitats important to migrants that spend our winters in Belize. International coordinator Vicki Plaskowski and Belize coordinator Omar Figueroa (with help from the Belize staff) presented research findings at national and regional conferences on birds both in the United States and in Central America.
- Wild bonobos:** The goal of the Society's international bonobo conservation project, headed by Dr. Gay Reinartz, is to determine how many bonobos exist in the wild, establish anti-poaching patrols, and ascertain how the recent civil war has affected the bonobo. Researchers made three excursions into the Congo's Salonga National Park this year and found signs of a significant bonobo population but also numerous signs of poaching, such as traps and shotgun shells. The Society is administering funds from the United Nations Foundation for salaries, equipment, and training for park guards.
- Captive bonobos:** The Zoo's bonobo population has increased by three: a baby and two wild-caught adults. All are part of the Bonobo Species Survival Plan, a management program for bonobos in North American zoos; the Bonobo SSP is headed by Reinartz.
- Student researchers:** The Society has given grants for field research totaling more than \$193,000 to 124 graduate students (including 13 in 2000-2001) since our Wisconsin Graduate Students in Wildlife Conservation Biology program was launched.
- Penguins, Snakes, Tree Kangaroos:** We support ongoing Humboldt penguin research in Chile, Peru and at our Zoo; we support studies of Wisconsin's endangered timber rattlesnakes; and we helped fund a Milwaukee zookeeper's month-long research on tree kangaroos in Australia and New Guinea.
- Turtles, Gorillas, Elephants, Black Rhinos:** In joint ventures with the Foundation for Wildlife Conservation, Inc., the Society provided funds for turtle research in Wisconsin, for the Dian Fossey Gorilla Fund International, and for the protection of elephants and black rhinos on the Lewa Conservancy in Africa.

Ana Neema cares for her baby bonobo born August 2001.





# Simba Society: A Living Legacy

The Simba Society was created by the Zoological Society to recognize and thank those donors, during their lifetimes, who remember the Society in a will or with a legacy gift. With this type of gift, you create a legacy of support that lasts through your lifetime and beyond. When we receive your gift, it becomes a permanent asset of the Zoological Society's endowment fund. Each year, the earnings from your gift, along with other contributions to the fund, ensure that the Zoological Society is able to continue its mission to support the Zoo, educate the public, and conserve wildlife for future generations.

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\*\* FWCC funds help the Zoological Society to carry out and advance some of its major education, conservation, and research programs.

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# Serengeti Circle 2000-2001

Hundreds of companies, foundations, and groups contribute each year to the Zoological Society's mission. They sponsor Milwaukee County Zoo exhibits, education programs at the Zoo and off site, research projects ranging from birds to bonobos, special events at the Zoo such as Holiday Night Lights, and fund-raisers such as our Snooze at the Zoo campout in summer and our bowl-a-thon in winter. Thanks to all these contributors:

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• Zoo and Zoological Society events and programs

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The Lodish Company Foundation  
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### Malcolm Jones

• Bonobo & Congo Biodiversity Initiative

### M&I Bank

• Seasonal Zoo Brochures

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The Pentair Foundation, on behalf of Pentair Water Treatment  
• Urban Environmental Outreach Initiative

### Jane B. Pettit Foundation

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### Tri City National Bank

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• Belize Outreach Program  
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• Conservation Weekend\*  
• Egg Day\*  
• Family Free Days at the Zoo\*  
• Father's Day at the Zoo\*  
• Kids Nights\*  
• March to Frozen Food Month  
• Nights in June\*  
• Ride on the Wild Side Family Bike Ride\*  
• Samsen Stamp & Ramp\*  
• Snooze at the Zoo\*

Feast for the Beasts Pancake Breakfast  
• Kids in Cuddles Club  
• Senior Celebration Support\*  
• Sponsor an Animal Program  
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• Zoo'n You Coupon Book\*

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Anonymous  
• Student Intern Program

General Mills  
• Snooze at the Zoo\*  
• Yagala's Family Free Days at the Zoo

### Hershey Foods

• Boo at the Zoo  
• Snooze at the Zoo\*  
• Trick-or-Treat Halloween Spookacular

### Deborah Kern

• Bonobo & Congo Biodiversity Initiative

continued on next page >



The new Holz family Impala Country opened in summer 2001

Cooper Power Systems  
• Animal Ambassador Program

Chapman Foundation  
• Animal Ambassador Program

Fortis Insurance Foundation  
• Animal Ambassador Program

Hornischfeger Industries Foundation  
• Animal Ambassador Program

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• Mother's Day at the Zoo

Huhtamaki (manufacturer of  
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• Pancake Breakfast Support\*

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Foundation  
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• Nights in June

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• Student Intern Program

Jays  
• Kids Nights

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• Egg Day

Michelin's  
• Snooze at the Zoo

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Foundation  
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Foundation  
• Birds Without Borders - Aves Sin  
Fronteras (education)

Reynolds Wrap Aluminum Foil®  
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• Platypus Society Awards Dinner

Welch's  
• Twilight Safari

**\$2,500-\$4,999**  
ACME Corp. Production Services  
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• Animal Ambassador Program

Brookfield Zoo  
• Bonobo & Congo Biodiversity  
Initiative

CNI Newspapers/This Week  
Publications  
• Ride on the Wild Side Family  
Bike Ride\*



Hershey's and Roundy's Pick'n Save have sponsored Boo at the Zoo and Trick-or-Treat Halloween Spooktacular.

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

Judy Kern  
• Bonobo & Congo Biodiversity  
Initiative

Krause Family Foundation  
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Light 97 WLTQ  
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Bike Ride\*

The Quaker Oats Company  
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• Summer Adventure Camps

Sargenta Foods Inc.  
• Ride on the Wild Side Family  
Bike Ride

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• Carousel

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• Holiday Night Lights/Winter  
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Anonymous  
• Bonobo & Congo Biodiversity  
Initiative

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• Birds Without Borders - Aves Sin  
Fronteras (education)

Birds Without Borders - Aves Sin Fronteras is a registered trademark of the Zoological Society.

The above list recognizes all Serengeti Circle members from October 1, 2000, to September 30, 2001. All sponsors and grantors who contribute \$2,500 or more are members of the Serengeti Circle.

\* In-Kind Sponsorships

# Platypus Society 2000-2001

The major donors of the Zoological Society are recognized through membership in the Platypus Society. At the end of the 2000-2001 fiscal year, more than 385 businesses, foundations and individuals in our community were active Platypus Society members. Through their generosity, **Platypus Society members provide unrestricted operational support** to assist the Zoological Society in achieving its mission to support the Zoo, educate the public, and conserve wildlife.

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Platypus Society members Bill and Sandi Moomey at Firstar's Antarctica Premiere

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

The preceding list is comprised of all friends contributing to the Platypus Society from Oct. 1, 2000, through September 30, 2001.



# 2000-2001 Annual Appeal: The Big Cat Encounter

African animals were a big part of the Milwaukee County Zoo's focus last year as a new African elephant (Brittany) arrived, the antelope yards were remodeled in June, and Big Cat Encounter opened in July. Big Cat Encounter featured huge new viewing windows that brought visitors within a whisker's length of the lions and cheetahs. The northeast entrance to the Feline Building was remodeled, and the big cats' outdoor exhibits were improved. Big Cat Encounter was made possible by the Zoological Society's Annual Appeal, which brought in \$165,795 (more than \$5,000 over goal). Below are the people who donated \$100 or more to the Appeal:



One of the new viewing windows for Big Cat Encounter - the roof protects lion gazers from the sun.

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continued on next page >

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# Statement of Activities 2000-2001

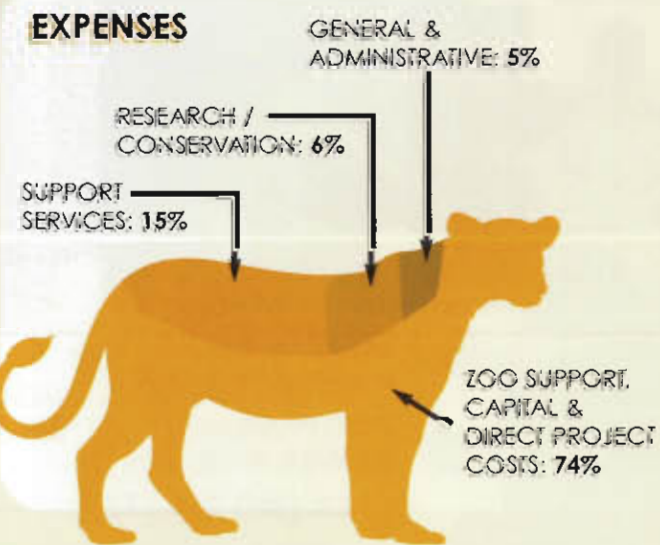
Zoological Society of Milwaukee County • Year ending September 30, 2001

## SUPPORT & REVENUE

<b>MEMBERSHIP DUES</b>	
from all Zoological Society and Platypus Society members	\$3,527,057
<b>CONTRIBUTIONS</b>	
toward capital projects and specific programs	\$115,593
<b>SPECIAL EVENTS PROGRAMS/SPONSORSHIPS</b>	
including Animal Sponsorship, Zoo Ball, Education, Society and Zoo special events and sponsorships	\$1,758,754
<b>INTEREST INCOME</b>	
from contributions toward capital projects and specific programs	\$58,324
<b>GRANTS</b>	\$619,493
<b>TOTAL SUPPORT &amp; REVENUE</b>	<b>\$6,079,221</b>

## COST OF SUPPORT AND REVENUE

(Support Services)	
<b>MEMBERSHIP DUES</b>	
Expense of providing benefits to all Zoological Society and Platypus Society members	\$795,479
<b>SPECIAL EVENTS/PROGRAMS</b>	
Expense of providing and promoting Society special events/programs	\$214,994
<b>INTEREST INCOME</b>	
Expense of managing the Society's investments	\$4,425
<b>TOTAL COST OF SUPPORT &amp; REVENUE</b>	<b>(Support Services) \$1,014,898</b>



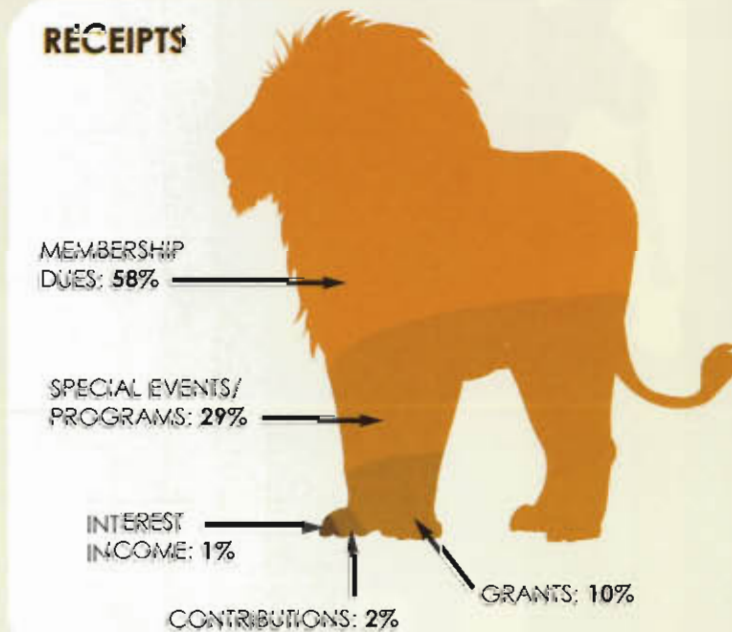
## EXPENSES

<b>DIRECT PROJECT COSTS</b>	
Expenses relative to capital projects and specific programs	\$47,131
<b>ZOO SUPPORT</b>	
Expense of providing, promoting and supporting education, graphics, conservation programs, special-exhibit projects, and Society and Zoo special events; reimbursing the Zoo for all membership events and coupons	\$4,683,237
<b>RESEARCH/CONSERVATION</b>	
Expenses relating to state, national and international programs supporting species preservation	\$424,305
<b>GENERAL AND ADMINISTRATIVE</b>	
Expenses relating to daily Society operations	\$346,092
<b>TOTAL EXPENSES</b>	<b>\$5,494,765</b>

<b>TOTAL COST OF SUPPORT</b>	
Revenue and operating Expenses	\$6,509,663
<b>INCREASE (DECREASE) OF SUPPORT &amp; REVENUE OVER EXPENSES</b>	<b>(\$436,442)*</b>
<b>CAPITAL PROJECT EXPENSES</b>	
Big Cat Encounter and Hoiz Family Impala Country exhibits	\$317,705

\* Reserve Funds used for additional expenses.

## RECEIPTS



## Sponsor an Animal

From children in our Kids 'n Critters Club, who pay \$15 to sponsor a group of endangered animals at the Zoo, to individuals who sponsor just one animal at the \$1,500 level, 3,007 people participated in the Zoological Society's Sponsor an Animal Program last year. Their contributions raised \$167,177 in the 2000-2001 fiscal year for all the animals at the Milwaukee County Zoo. Our sponsors are invited to an exclusive, behind-the-scenes event at the Zoo on an August evening.

April 2002 Zoological Society of Milwaukee  
 2001 W. Blue Mound Rd., Milwaukee, WI 53226 | www.zosociety.org  
 Annual Report Designed by Christian Keone • Photographs by Richard Bradzeller • Edited by Paula Brookmire  
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Your Donation

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- **SEND** in the envelope inserted into *Alive*
- **ZOOPASS.com** for Web donations
- **CALL (414) 258-2333**