

Alive



Inside

Leapin' Lizards: Dinos

Elephants Through Time

Goats Seek Friendly Visitors

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

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PRESIDENT'S LETTER



There is a whole new Zoo taking shape, thanks greatly to the Zoological Society and Milwaukee County. Because this has been happening progressively, during the last several years, you may have missed the full impact of changes already made through the Capital Campaign. This summer, however, we think you'll finally notice just how much the face of the Milwaukee County Zoo has changed. That's because the two new buildings facing the parking lots will create a dramatic difference in the public front of the Zoo.

The current path you normally take into the Main Mall of the Zoo will be framed on the south by the Zoological Society's new education facility* and on the north by the new Animal Health Center, which opened last fall. Other projects in the Capital Campaign, which is a public-private partnership with Milwaukee County, are farther into the Zoo. The new buildings are highly visible and accessible. When we finish the final Capital Campaign project, U.S. Bank's Atrium Gathering Place that will provide a covered and glassed-in entrance where the Main Mall now is, you'll truly see a change in the Zoo's "skyline."

These changes are going on throughout the Zoo, however. Most of them have been designed to improve life for the animals and to create a more naturalistic experience for human visitors. We've remodeled Macaque Island, the impala-bongo exhibit, the entrance to the big-cats exhibits and the spider monkey exhibit. Currently we're creating new environments for our big-cats that will make the Feline Building exhibits much more stimulating for them and fascinating to you.

Not only have you - our members, donors and other contributors - helped us do all this, but you also have been patient as the construction has taken place. To help make up for the Feline Building being closed this year, we are bringing in not one but two summer exhibits. Bank One's Elephants! opens June 12 in the Otto Borchert Family Special Exhibits Building and will have free admission. Northwestern Mutual Foundation's Return to Dinosaur Island, with those popular robotic creatures, opens May 29 at the west end of the Zoo and will have a \$2.50 admission charge. Both run through Sept. 6. These fun exhibits (see pages 4 and 5 for a description) will make the Zoo an exciting place this summer.

This public-private partnership continues to show great results. Thanks to our Annual Appeal donors, corporations such as U.S. Bank, foundations such as the Milton and Lillian Peck Foundation, our board and other contributors (some of whom are featured in this magazine), we are venturing on a "Safari to the Future" that will take us to a Zoo we can all be proud of and enjoy visiting. Thanks.

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

*officially named the Karen Peck Katz Conservation Education Center

Alive

SPRING/SUMMER • APRIL-SEPTEMBER 2004 Volume 24, Issue 2

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Go indoors this summer to see amazing elephant models at Bank One's Elephants! exhibit. After you've feasted on fun facts, go outdoors to visit the Zoo's African elephants.

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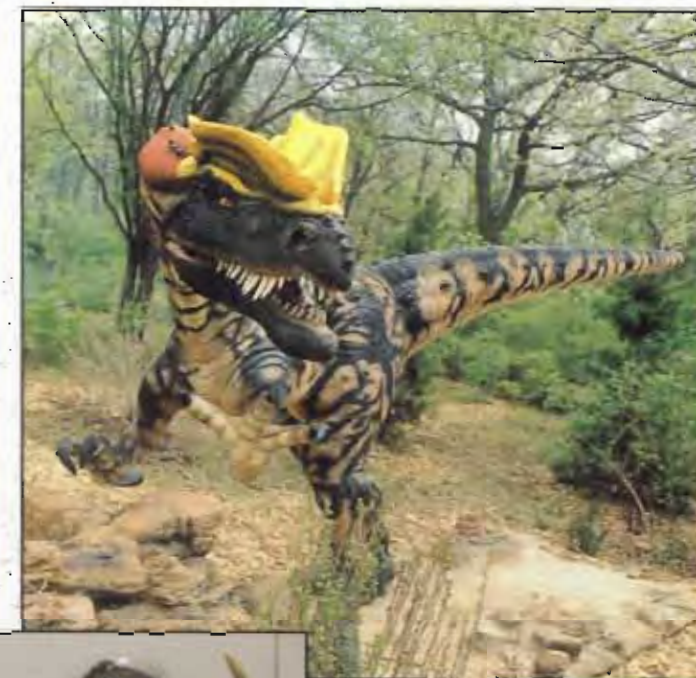
Get to know those cute goats you can pet and feed at the Zoo.

8 Remembering the Little Guys

A small frog fights for survival on the West Indies island of Grenada. What does that have to do with Wisconsin? Someday these frogs may be breeding at our Zoo.

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Girl Scouts help the Karen Peck Katz Conservation Education Center take shape. Find out what you can see through the windows at the new Animal Health Center.



A *Dilophosaurus* was part of our last dinosaur exhibit and will be back this summer (page 5).

Thalia Jackson (left), 8, and Summer Eaton, 9, of Hawley Environmental School examine animal horns at the Zoo. Their class is part of the Zoological Society's Junior Ambassador program (page 10).



22-31 Annual Report

The Zoological Society of Milwaukee's Annual Report appears in the back half of *Alive*. It's our chance to thank members and other contributors for their terrific support.

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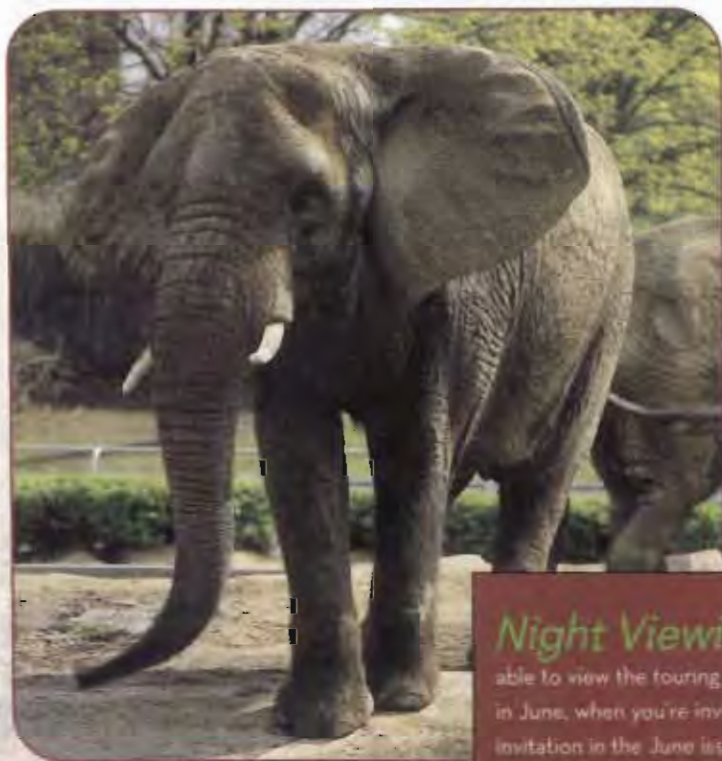
KIDS ALIVE

12-13 Dinosaur activities

On the cover

Ricky, the Milwaukee County Zoo's Cuban iguana. After you visit the summer dinosaur exhibit at the Zoo, stop at the Aquatic & Reptile Center to view modern reptiles.

Trunk Show



Wisconsin is a hotbed for elephant history. With Bank One's Elephants exhibit coming to the Milwaukee County Zoo this summer, the hunt for history will be even hotter. In the exhibit, you can seek out the largest (13 feet high) and most complete woolly mammoth skeleton found in North America, which was discovered right here in Wisconsin, in Kenosha County! See if you can find the name of this mammoth (hint: it was named after the farm where it was found) and how old it is.*

Even if you think you're not interested in history, we bet you'll want to learn more about the Zoo's two African elephants, Lucy and Brittany (see box). In this exhibit you can meet their ancestors, including the prehistoric Gomphothere (a skeleton) and the ice age's woolly mammoth. In a review of the spectacular 50-million-year history of the elephant, you'll discover that the Gomphothere had four tusks, while the woolly mammoth had two,

like today's elephants. You can find out what the differences are between the only two types of elephants that currently roam the Earth: African and Asian elephants (hint: look at their ears).

Then there are the elephant oddities. Would you have guessed that one of the elephant's closest living relatives is the armadillo? Know how elephants swim? They use their trunk as a snorkel! Speaking of trunks, would it surprise you to discover that elephants have more than 100,000 muscles in their trunk? How many fingers do they have? Fingers? Yes, that very agile extension at the end of the trunk often is called a finger. The African elephant has two finger-like tips while the Asian elephant has only one. While we're talking fingers, did you know an elephant can be a righty or lefty just like us? It's not right- or left-handed; it's right- or left-tusked. An elephant uses its preferred tusk as a tool more than the other. Large tusks are found in both male and female African elephants but only in male Asian elephants.

Oh, and did you know that elephants can paint? Lucy and her late companion, Babe, loved it, and zookeepers hung their artwork outside their exhibit. In one display in the touring exhibit, you can view paintings by the famous Asian elephant Tarra from the Elephant Sanctuary in Hohenwald, Tenn.

Throughout the exhibit, touch-and-feel interactive displays allow you to stroke real elephant skin and hair, compare and contrast human bones to mammoth fossils, view the world from an elephant's perspective, and compare your footprint to an elephant's. Large skeletal casts and full-scale models of today's elephants and their ancestors show that these animals may be the closest land animals – in terms of size – to dinosaurs. African elephants can weigh over 6 tons, with trunks as long as 7 feet.

By Carolyn Petschler

Night Viewing: Zoological Society members will be able to view the touring elephant exhibit in the evening during Nights in June, when you're invited on either June 16, 17 or 18. Look for your invitation in the June issue of *Wild Things* newsletter. Bank One's Elephants! runs June 12-Sept. 6. Exhibit admission is free.

Zoo Elephant Facts: Once you've explored the elephant summer exhibit, walk over to say hello to the Zoo's African elephants, Brittany and Lucy. Each has her own personality. Lucy, a mature lady at 46, is sensitive and a bit timid, even at about 8,500 pounds. For most of her 42 years at the Zoo, she was dominated by 10,000-pound Babe, who died in January 2001. Even though Lucy is older and larger than Brittany, who at 22 is only 5,500 pounds, the energetic and assertive Brittany has become the dominant elephant in the 2 1/2 years since she arrived here on June 8, 2001. Some other facts:

- Brittany's tusks are much shorter than Lucy's because Brittany likes to rub them on a gate, which wears them down.
- The elephants' favorite enrichment toys are big tree logs and large plastic balls.
- Their favorite treats are bread, bananas and other fruit.
- Brittany will do almost anything for food.
- Lucy loves to play fetch with a piece of chalk.

*Answers: Heiber's mammoth from Kenosha. Dates back nearly 12,500 years.

Leapin' Lizards!



Just can't get enough of dinosaurs? Neither could we. That's why starting May 29 and running all summer through September 6, it'll look like "Jurassic Park" at the west end of the Milwaukee County Zoo. For the fifth time in 10 years, our prehistoric pals will be here to reclaim their position in the food chain. Northwestern Mutual Foundation's Return to Dinosaur Island features 25 life-size dinos, which are so realistic and intimidating that you actually can hear the stomping footsteps of the *Tyrannosaurus rex* throughout the Zoo. Or is that just your heart pounding?

We've got some surprises, but a lot of your old friends are back, and trust us, they'll make their presence known. The haunting cry of the *Ornithomimus* can be heard from the Zoo's parking lot, but if that doesn't point you in the right direction of the exhibit, the life-size *T. rex* footprints will. Beginning at the main Zoo entrance, the path of prints is spaced specifically to emulate the king of all carnivores running at a speed of 27 miles per hour toward Dinosaur Island. As you approach the gates of the exhibit, his speed increases to 30 mph.

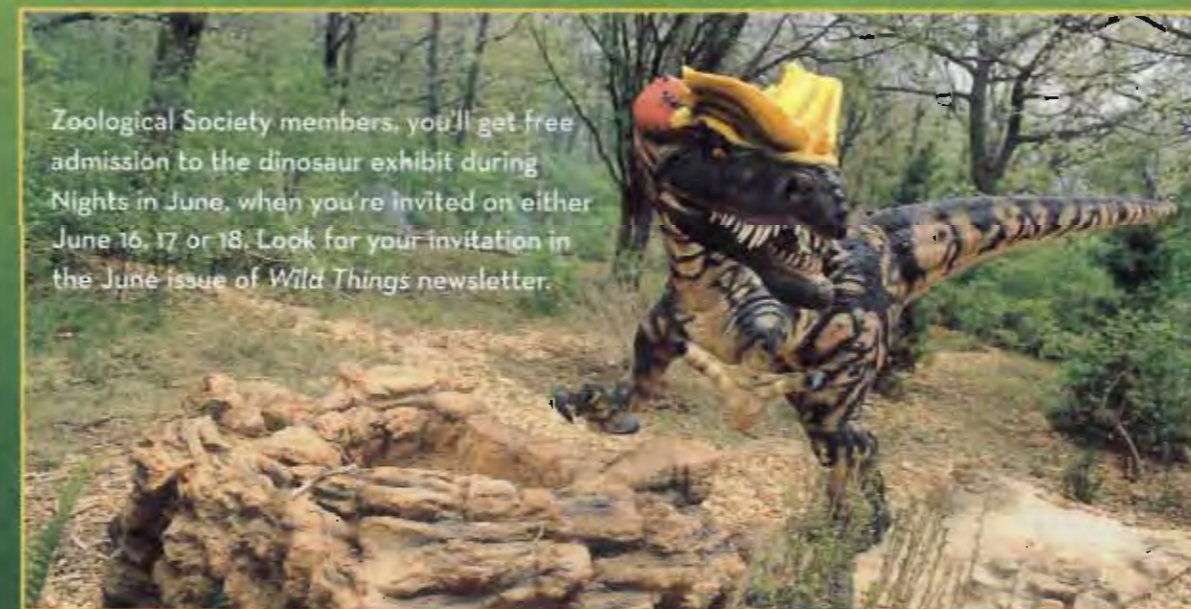
To get an idea of how these monsters work, visit the model near the start of the exhibit. You can use joy sticks to move the model's body parts. Still, it might be hard to remember that they are just robotic replicas when the *Dilophosaurus* spits water at you from 20 feet away!

Then there's the poor *Proceratops*. All this herbivore wants is a few good plants to munch on, but two meat-eating *Velociraptors* want him for dinner! These fearless fighter favorites are hack in action, using their razor-sharp teeth and sickle-like claws as weapons to attack the much larger *Proceratops*.

Other ancient lizards lurking in the foliage range from the *Allosaurus*, a fierce three-clawed predator that wasn't afraid to hunt larger prey (see photo), to the *Torosaurus*, a two-horned dinosaur from North America that is believed to have had the largest head of any known land animal. Other "island" inhabitants include the *Amargasaurus*, *Apatosaurus*, *Baryonyx*, *Brachiosaurus*, *Deinonychus*, *Hadracodon*, *Noasaurus*, *Parasaurolophus*, *Pteranodon*, *Pterosaur*, *Stegosaurus*, and *Triceratops*. Of course, no Jurassic family would be complete without the little ones. The six not-so-little dino babies featured are *Amargasaurus*, *Apatosaurus*, *Parasaurolophus*, *Stegosaurus* (two), and *Triceratops*.

Kids, prove to your friends that you've survived an encounter with the creatures of Dinosaur Island by getting your prehistoric passport stamped at every station in the children's activity area.

By Julie Lawrence



Zoological Society members, you'll get free admission to the dinosaur exhibit during Nights in June, when you're invited on either June 16, 17 or 18. Look for your invitation in the June issue of *Wild Things* newsletter.

Above: *Tyrannosaurus rex*. Watch out for the teeth! Photo by Richard Busscher.

Left: *Dilophosaurus*. Photo by Mike Peterson.

A Living Fossil

at the Zoo



Make way! Dinosaurs and elephants aren't the only giants on exhibit at the Zoo in 2004. Four eastern hellbenders, the so-called "King Kongs" of the amphibian world, arrived at the Milwaukee County Zoo's Aquatic & Reptile Center Nov. 3, 2003. These giant North American salamanders are considered the smaller cousins of the Oriental giant salamander, but there's nothing small about a full-grown hellbender. Adults sometimes reach 30 inches in length! Our newcomers, at 6 to 12 inches long, are still growing.

Although they are the first hellbenders at our Zoo, they have quite an extensive history. Recently discovered volcanic ash fossils of the salamander's ancient relatives dates them back 160 million years to the Mesozoic Era. Most commonly known for its Jurassic period, this age is etched forever into our memories as the time when dinosaurs evolved into the unmistakable, over-size reptiles we recognize them as today. This era, which precedes the evolution of most mammals, lasted from 248 million years ago until 65 million years ago, making the hellbender one of the most ancient life forms of the salamander.

Described by Aquarium-Reptile Curator Craig Berg as "so ugly, they're actually cute," the hellbenders are heavily built and have the look of a flattened-out lizard. They are dark in color, usually brown, black or tan, and have large wrinkled folds of skin on their sides. Adults absorb oxygen from water through these folds, while the young have external gills that resemble ostrich feathers, which are lost as they mature.

The modern age is a troubled time for the hellbender. They are endangered or threatened in several states, and the American

Zoo and Aquarium Association currently is working on their species survival plan. In the meantime, the AZA has formed a cryptobranchid, or giant salamander, interest group to learn more about their reproductive habits. Although the female lays an amazing 2,000-3,000 eggs at a time, researchers discovered that the number of juveniles in the breeding sites were thinning or entirely lacking. The interest group is focusing on how to reproduce these amphibians in captivity and then re-release them into the wild.

Here at the Zoo, keepers want to place our 3- to 4-year-old hellbenders in a breeding program when they reach their mature breeding age at 7 years old, about four years from now. To date, wild-caught adult hellbenders have not bred in captivity. It is hoped that those that have spent most of their lives in captivity, and are comfortable in that environment, will be more likely to reproduce.

In nature, they are basically nocturnal creatures that like to remain concealed under rocks and logs in the daytime. This tendency to hide isn't because they are shy, however. It is actually one of the amphibian's survival adaptations. They make their habitats in cool, fast-flowing streams because of the high oxygen content. To keep themselves from being swept away in the fast water, the hellbenders flatten themselves to fit beneath rocks. Inside their exhibit, however, the rocks and logs will be arranged in such a way as to make viewing them easy, no matter what they are doing.

By Julie Lawrence

A living link to the dinosaur age

Ancient relatives of the hellbender salamander lived 160 million years ago during the Jurassic period, a time famous for an abundance of our favorite giant lizards. Visit **Northwestern Mutual Foundation's Return to Dinosaur Island** this summer at the Zoo. This special outdoor exhibit is open daily May 29-Sept. 6 behind the Small Mammals Building. To learn more about dinos, visit the Smithsonian National Museum of Natural History's Department of Paleobiology Web site: www.nmnh.si.edu/paleo/dino/index.



Outgoing Goats

Seek Friends & Food

It's springtime at the Zoo and the animals are as ready as you are to play outside. Stackner Heritage Farm's goat yard featuring everyone's favorite "feedable" friends, goats, will be open to the public Memorial Day Weekend. But before we let the herd hang out with all of you, we have to make sure they are healthy.

That's right; it's roundup time! Every spring the Zoo rounds up all of our 55 goats to check their health and give them vaccinations to ensure that these cute animals are safe and disease-free when it comes time for children to pet, feed and play with them. The veterinarians and vet techs at the Animal Health Center team up with the Heritage Farm staff in the goat barn for the annual checkup. They spend about 10 minutes on each goat, administering a series of four shots: de-worming, anti-bacterial, rabies and tetanus. They also weigh the goats and take blood and fecal samples for testing.

This spring is a special one for our herd. For the first time in three years, 10 of the females, or "does," are expecting babies, or "kids," in May. Our Zoo has a closed herd, and breeding here is the only way the population expands. For health reasons, we do not accept donated goats from the general public.

Goats are the only animal on exhibit that zoogoers are allowed both to feed and touch. In summer goats love to munch on timothy hay and the small pellets that visitors can buy from goat-yard dispensers. In winter, they are fed small low-fiber pellets to maintain the minerals they need to stay healthy.

There are only six known species of goats but many breeds. Our herd is a mixed group of both Alpine, or Swiss, and Anglo Nubian, also called Deser. They are gregarious animals, meaning they like to be close to stable mates, even if they are of other species. According to Lisa Guglielmi, area supervisor at Stackner Heritage Farm, their social tendencies sometimes make for silly scenarios.

"They have definitely got a goofy personality," says Guglielmi. "If a peacock or butterfly comes near the yard, they want to check it out." Since goats are herd animals, if one gets interested, pretty soon you've got the entire yard following the flight of a tiny hutterfly!

Not only do the goats like to make new animal friends, they also enjoy meeting people, who are allowed in the yard with them. Although some goats can be very shy with visitors, most of the goats are friendly and love when you hand-feed them. Neil, for example, was especially babied as a kid, and as a result, enjoys all the attention he can get. Jennifer was horn here at the Zoo on December 13, 1998, with unusual markings on her coat (see photo). Her special look and outgoing personality have gained Jennifer so much attention that she was chosen for the Zoological Society's Sponsor an Animal program. She can be found in the Zoo's goat yard from Memorial Day weekend through Labor Day.

By Julie Lawrence



Jennifer the goat



Dawn Fleuchaus, supervisor of the Animal Health Center, tries to capture a goat to give it vaccinations.

Remembering the LittleGuys

A tiny frog species in the West Indies is in trouble. Without help, it may disappear completely. Like most people here in Wisconsin, you've probably never even seen one. So does it really matter? If you are the curator of the Aquatic & Reptile Center at the Milwaukee County Zoo, these things matter. Every species deserves a chance at life, and that is exactly what Craig Berg, the caring curator of whom we speak, intends to give to a rare, threatened frog type found only on the island of Grenada.

Berg and a longtime friend and research partner, Bob Henderson, were given \$2,500 from the Zoological Society for a research trip to Grenada as part of the Society's support of Zoo conservation projects. Henderson is curator for herpetology (the study of reptiles and amphibians) at the Milwaukee Public Museum and is internationally known for his 15 years of conservation work in Grenada and throughout the Caribbean.

The two had gone to Grenada – an island country in the West Indies, about 100 miles north of Venezuela – for two weeks in February 2003 to do preliminary research. Henderson was given a grant for that trip but Berg, who was going as a volunteer, funded it out of his own pocket. On the island, Henderson studied the habitats of Grenadian tree boas. These long, slender snakes, found only on Grenada, help keep down the rodent population. "If the snake habitat keeps dwindling, it wouldn't take much for these boas to become extinct," says Berg, and the island could be overrun by rats and mice. Berg aided Henderson in his research, but also traveled to several places on the island to survey numerous reptiles and amphibians. Although he was already familiar with the country's various frog species, it was on this trip that he grew interested in one threatened frog.

This frog species, commonly called the Grenada whistling frog, is also known as the Grenada eleuth. Call it what you like, one thing is for certain. It is a species in trouble if it doesn't receive some immediate attention. Originally, it was found throughout the island of Grenada, which is about 136 square miles. In recent years, however, sightings have been reported only on about 6 to 7 square miles of this island.

In February 2004 Berg and Henderson traveled to Grenada again to study the frog and investigate its recent decline. Although this is a long-term research project, this trip was a necessary step in determining which questions, like why the frog is disappearing, need to be addressed. In their research, they discovered that an invasive frog species in Grenada was influencing the Grenada whistling frog population. This invasive species, called Johnstone's



The threatened Grenada whistling frog.



frogs, is much more prominent in Grenada, and is found to be spreading throughout the West Indies and South America.

Berg and Henderson looked at the competition between the two species as a possible answer to the whistling frog's decline. The two species have been competing for both resting and breeding sites. Since the invasive species is more resistant to dry conditions, it is able to breed more abundantly in more sites than the whistling frog. They traveled to remote neighboring islands to see if the Johnstone's frog had invaded there, too. While there, they surveyed the types of reptiles and amphibians found on the islands.

One of Berg's primary goals on this trip was to promote awareness among conservation organizations in Grenada about the importance of helping the threatened frog. "First," says Berg, "there needs to be funding for programs that would research and develop methods of captive breeding that will allow them to reproduce more easily in the wild." He talked with Grenada's Forestry Department and visited Grand Etang National Park to discuss the possibility of getting funds to establish a reproduction station on the island.



Left: Craig Berg, the Zoo's aquarium-reptile curator, works on research to determine if the Johnstone's frog (pictures in foreground) is edging out the threatened Grenada whistling frog (photo left top).

This Page Top: Herpetologist Bob Henderson of Milwaukee went from one shore on the island of Grenada to another to study reptiles and amphibians.

Craig Berg uses a pole to gently lift a Grenadian tree boa to the ground for a health check.

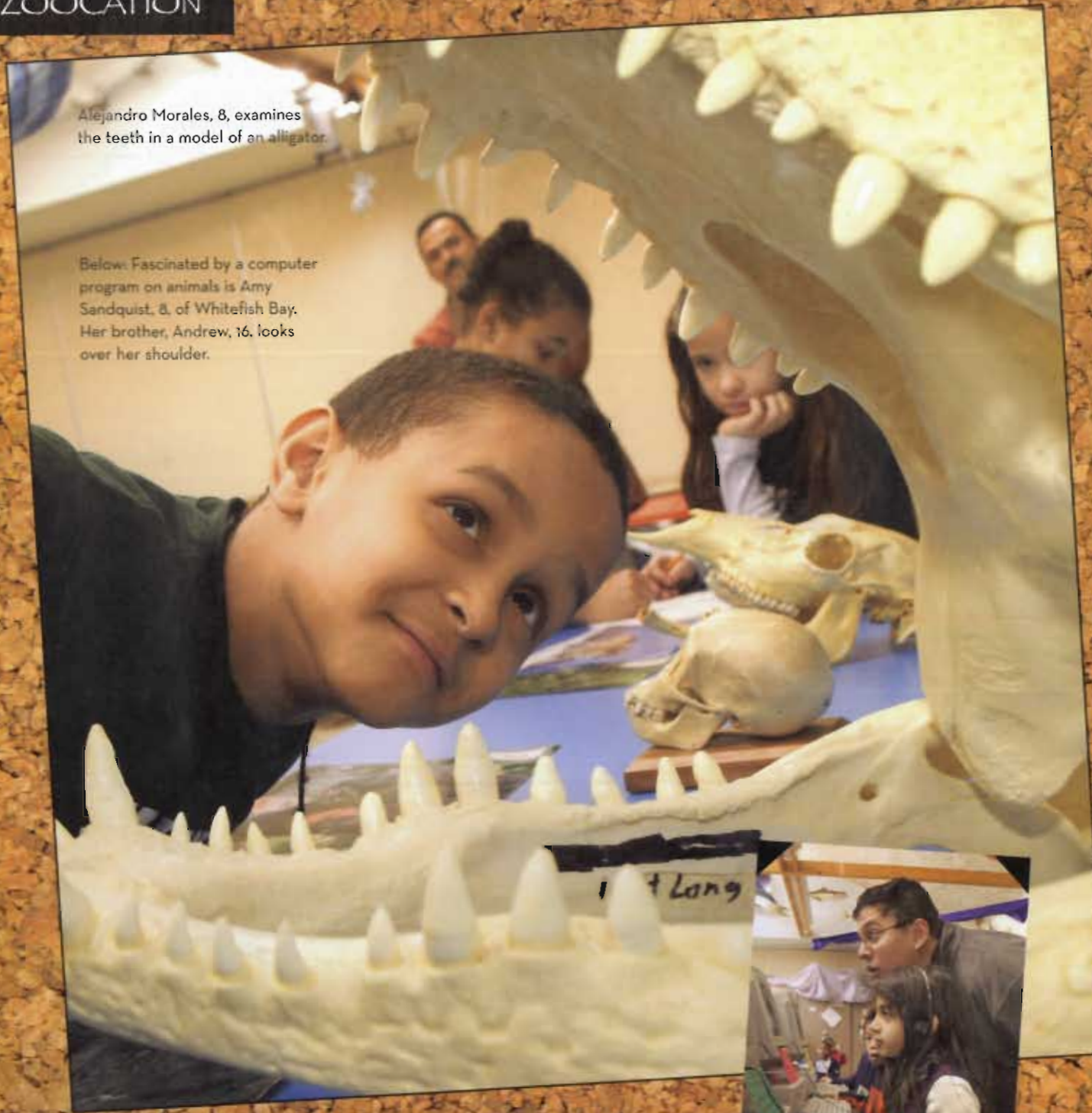
Although a research project of this capacity requires multiple trips over a span of several years, Berg and Henderson were able to gain some new perspectives regarding the decline of the whistling frog during their February trip. While in Grand Etang, the primary frog-study site on the island, Berg found that 20% of the frogs there were the Grenada whistling frog species, which appeared to be a 10% decline from 2002. At Mt. William, a heavily altered and disturbed habitat, Berg found fewer frogs, but both frog species present were found in equal numbers, despite the theory that the invasive species was presumed

to do better in disturbed habitats. The two species seemed to be dividing up their habitats by sitting in different plant species, Berg said.

For future research Berg hopes to bring back a small group of each frog to the Zoo to study whether they are separated because they prefer it that way or if the Grenada whistling frog is being "bullied" out of its areas by the Johnstone's frog. In time, they hope their research will determine whether captive reproduction is necessary or if the species is likely to co-exist without an active management program.



By Julie Lawrence



Alejandro Morales, 8, examines the teeth in a model of an alligator.

Below: Fascinated by a computer program on animals is Amy Sandquist, 8, of Whitefish Bay. Her brother, Andrew, 16, looks over her shoulder.



Junior Ambassadors

Reaching into Schools

A 10-year-old boy holds a cardboard cutout of a sun in front of his third-grade class. Today he has the important job of representing the primary source of energy for all life in the food chain. For the second step in the food chain, a student holds up a sign for grass. Each student has to answer a question before being able to represent part of the food chain, and soon everyone is part of a growing chain. Next, the instructor hands "the sun" a ball of yarn. He holds onto one end as it gets passed around, creating a web of yarn. Each child represents an animal that can eat the preceding "animal or plant" along the yarn. The visual demonstration is a fun way to show children the food-chain process and the relationship each animal and plant has with the rest of the food web.

Learning about food-chain dynamics is a key part of the Zoological Society's Animal Ambassador program. This year we celebrate the 15th anniversary of this education program that teaches elementary school students about animal science and conservation. Since 1989, the program has reached 900 to 1,200 Milwaukee-area children a year at schools serving low-income neighborhoods.

Originally directed just to fourth graders, the program was expanded in 2002 to include second graders as Pee Wee Ambassadors. Last fall third graders were added as Junior Ambassadors, and the fourth graders then were called Senior Ambassadors. "It's all about a continuum of learning," says Francesca Jeffries, a Zoological Society instructor who teaches the Junior Ambassador program, which is sponsored by the Schregardus Family Foundation. The three-year sequence of Ambassador programs was created to enhance the life-science curriculum of participating schools.

"On my first day teaching the Junior Ambassador program, I walked into the classroom and the kids immediately started singing," remembers Francesca. "They still remembered 'the babitat song' their Pee Wee Ambassador instructor had taught them. To me, there is no greater evidence that the Animal Ambassador program has a lasting impact on these children."

The goal of the overall Animal Ambassador animal-science program is to have students become "ambassadors" to their families and communities by sharing their wildlife knowledge and passing on ways we all can help endangered species.

The Junior Ambassador program runs in the fall semester, with two in-school classroom presentations by a Zoological Society instructor and an expense-paid field trip to the Milwaukee County Zoo. For some of the children, this is their first chance to see wildlife

up close. They learn about everything from ecosystems and animal survival adaptations to the predator-prey dynamics of food chains. Upon completing the program, each of the 220 participating students receives a T-shirt.

For a presentation on how animals adapt to environments, Francesca shows them animal artifacts such as a gorilla skull, snake skins and mounted birds. She displays the oversize beak on a toucan and explains that such a beak helps toucans reach for fruit or insects to eat. She points out the bony ridge on the forehead of a red-tailed hawk, which, much like a baseball cap, provides shade for its eyes while it is hunting in direct sunlight. The artifacts always prompt questions from the class. "Is it alive? Is it dead? How did it die? Where did it come from?" She explains to them that sometimes

when animals die in the wild or at the Zoo, their bodies are donated to the Zoological Society for educational purposes.

On the Junior Ambassador Zoo field trip, the students spend part of their time in the Investigation and Discovery Lab in the Education Center, where they handle artifacts, use computers to explore habitats, and look through microscopes to examine animal hair, fur and scales. The other part of their time is a guided



Awed by a tortoise are Hawley Environmental School students Summer Eaton, 9 (left), Thalia Jackson, 8, and Demetrius Day, 9 (in back). These "Junior Ambassadors" for animals were in the Zoological Society's Investigation and Discovery Lab at the Zoo.

tour of the Aquatic & Reptile Center and Small Mammals Building. As they walk through the exhibits, students get a list of questions to answer pertaining to the vocabulary on the signs they see around them. "Focusing on vocabulary keeps the concepts in their minds and promotes reading," says Francesca.

The value of the program lies in its ability to help children who can most benefit. In some cases, the program's field trip provides students with their only chance to visit the Zoo that year. In at least five participating schools, students can advance from Pee Wee to Junior to Senior Animal Ambassadors. The three programs are linked together in that they present new material at each level while reinforcing concepts previously taught in the Ambassador sequence. James Mills, school program coordinator, reports that the students are eager to share what they have learned the year before. "It's really rewarding to see the progression of the Ambassador program have such an impact."



By Julie Lawrence

Kids Alive

Scavenger Hunt

in the Zoo!

Here's a way to have fun at the Zoo this summer and be a scientist at the same time. Go on a scavenger hunt for clues. Visit the giraffes and the rhinoceroses. Copy the checklist here and check off what you notice about each animal. Write down other things you notice that are not on your list. Then go to the special summer exhibit featuring huge robotic (moving) models of dinosaurs. The exhibit is Northwestern Mutual Foundation's Return to Dinosaur Island. Visit the *Omeisaurus* (OH-may-SAWR-us) and the *Triceratops* (try-SERR-uh-tops). Use the same checklist to write down what you notice or read about each of these dinosaurs. Now compare the giraffe and the *Omeisaurus*. Below

their photos list what they have in common. Compare the rhino and the *Triceratops*; list what they have in common.



What do the *Omeisaurus* and giraffe have in common?



What do the *Triceratops* and rhinoceros have in common?

✓ Checklist

- ___ very long neck
- ___ short neck
- ___ short, stubby legs
- ___ longer legs
- ___ flat teeth
- ___ wrinkly skin
- ___ run fast
- ___ horns on face/head
- ___ small ears/no ears
- ___ beaklike mouth
- ___ walks on 2 legs
- ___ walks on 4 legs

What do they EAT?

Scientists make guesses about dinosaurs based on the evidence of fossils (animal bones and other parts that turned to stone over millions of years). For example, if scientists found dinosaur bones with sharp, pointed teeth, they might guess it was a meat eater (carnivore) that needed sharp teeth to get through the hide of another animal. If they found an animal with flat teeth and a long neck, which could be used to reach leaves high up on trees, they might guess it was a plant eater (herbivore). Look at all the things that the above animals have in common. Are they all carnivores or all herbivores?

Answer (What do they eat?): herbivores

No one knew the dinosaurs existed until their fossils were found. Fossils are bones that were buried in the earth so long that they turned to stone. Scientists called paleontologists study these fossils. They collect fossils and put them together to see what

the dinosaur would have looked like. Hundreds of kinds of dinosaurs have been discovered - in almost every part of the world. There may be thousands of dinosaurs buried under the ground, waiting to be discovered. Someone is going to find them. Will it be you?

The Dinosaur Story

Put these mixed-up steps in the dinosaur fossil story in the correct numbered order. Place a No. 1 on the line next to the sentence that you think happened first, a No. 2 on the line you think happened second, and so on:

- ___ You visit a huge dinosaur skeleton in a museum.
- ___ A dinosaur dies and sinks into a river or swamp.
- ___ Paleontologists study fossils and put bones together to see what the dinosaur would have looked like.
- ___ Dinosaur fossils are found and carefully dug up by paleontologists.
- ___ A dead dinosaur decomposes (rots) and its bones slowly are covered by mud and turn to stone (fossils).
- ___ After fossils are connected to create a dinosaur, the skeleton is displayed in a museum.

Draw an Apatosaurus

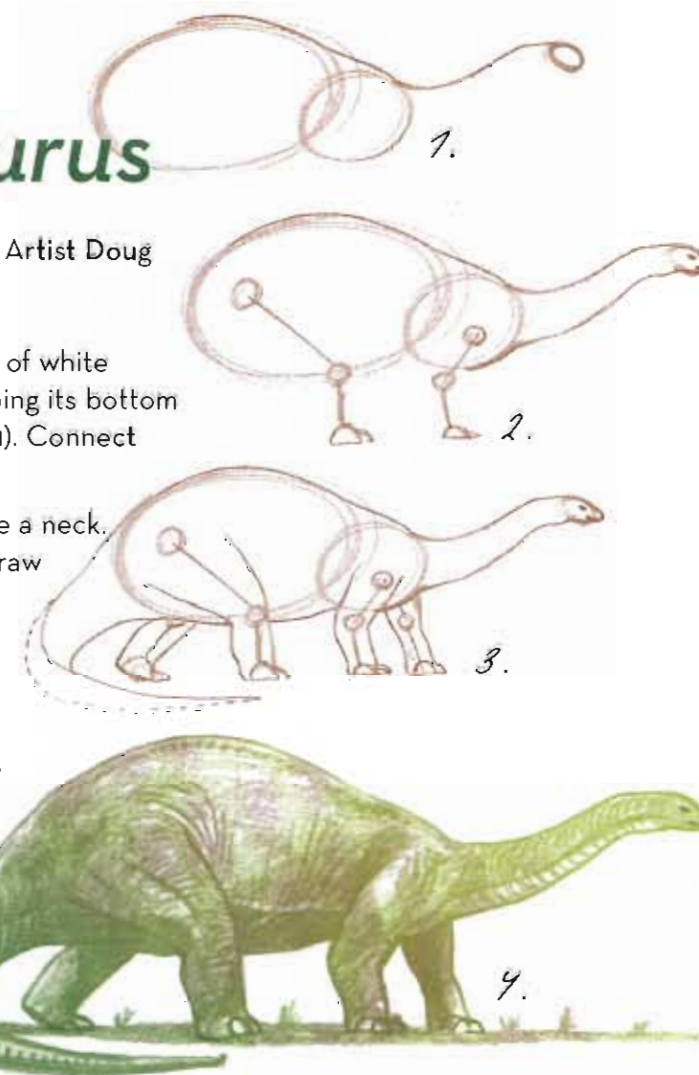
It's easy to draw this dinosaur* starting with just three ovals. Artist Doug DuBosque shows you how:

Step 1: Use a pencil that's longer than your finger. On a sheet of white paper, lightly draw a large oval, a smaller one overlapping its bottom right, and a tiny one about an inch away (see sketch #1). Connect the tiny oval with the other two using a curved line.

Step 2: Draw another connecting line under the first to create a neck. Add an eye and a nose/snout to the tiny head oval. Draw more ovals for the joints of the legs. Connect them with lines. Make little triangles for the feet.

Step 3: Add two curved lines for a tail. Add a dotted line next to them (see sketch #3). Add lines around the joints to create two legs. Add two more legs and feet.

Step 4: Add lines and shading (darker areas) to your dino. Put a ridge on the tail and some vertical lines. Put rows of lines on the neck to show how it moves. Add some ground and grass. Clean up any smudges with an eraser.



*Learn more: Doug DuBosque shows how to draw birds and other dinosaurs in his book *Draw Dinosaurs* from Peel Productions. These sketches are used with permission.

The Dinosaur Story Answers: The correct order is 1, 4, 3, 2.

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. For information on grant opportunities, please call Sarah Roemer, (414) 276-0843, ext. 309.

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• Kids Nights Entertainment

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• Endangered Species Art Competition

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- Wisconsin Milk Marketing Board Inc./Wisconsin Dairy Producers
• Heritage Farm Weekend

- * In-Kind Sponsorships

- Sponsors and grantors committing dollars and in-kind gifts after Jan. 23, 2004, will be recognized in the next issue of *Alive*.

Adding to Our Quality of Life

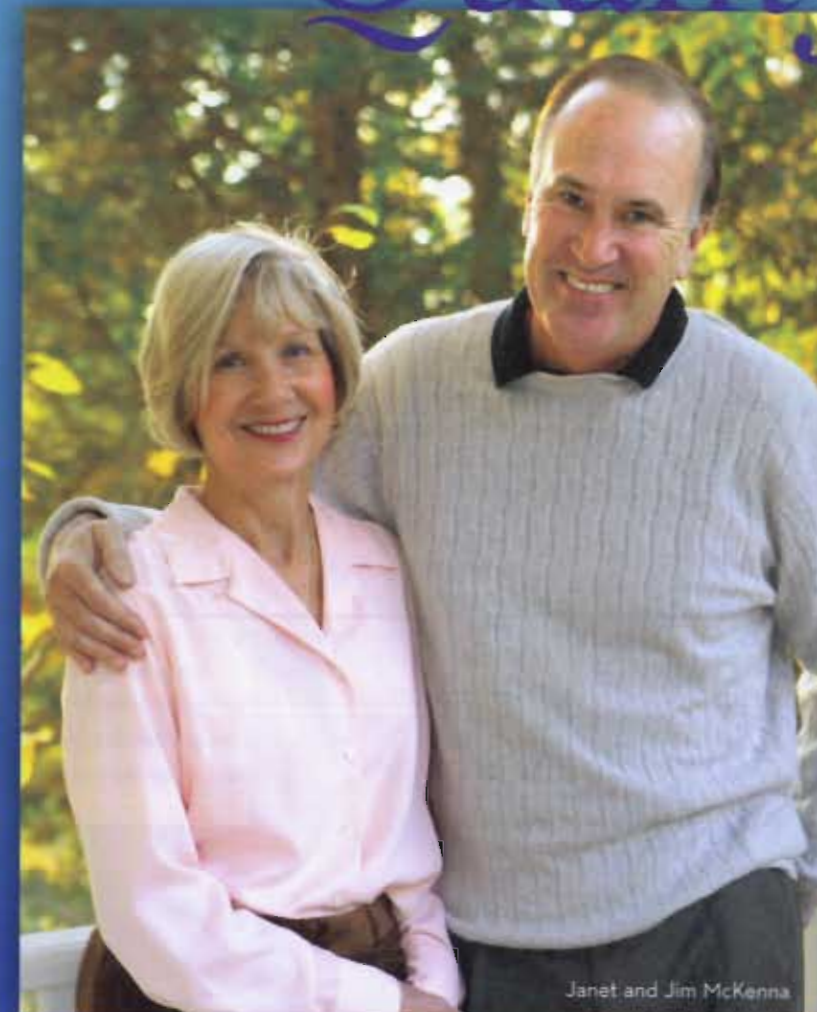
If you've ever wondered why businesses and business leaders should support the Zoo and the Zoological Society, just ask Jim McKenna, president and CEO of North Shore Bank:

"It's quality of life. If this community - and I define community as southeastern Wisconsin - is to be vibrant, alive and growing, it depends on quality of life. Businesses do not relocate based only on financial factors. They relocate based on quality of life. The Zoo is one of those institutions by which people measure quality of life. Look at the attendance. We have 1.3 million visitors a year. That's a statement in itself."

Adds McKenna's wife, Janet: "Imagine a big city like Milwaukee without a Zoo." There would be a huge hole. "When our four kids were growing up, we practically lived at the Zoo. It's a great place to go with the kids."

McKenna, who oversees 40 branches of North Shore Bank in eastern Wisconsin, ended a two-year term as Zoological Society Board chairman last October. He remains an active Board member.

The McKennas' support of the Zoological Society includes contributions to the Annual Appeal and to Zoo Ball and membership in the Platypus Society, a group of major donors to the Zoological Society. Last year they increased their individual membership in the Platypus Society to the \$2,500 President's Forum level. "Platypus Society membership provides a higher level of support than just a Zoological Society membership. The President's Forum is a higher level still. If you're going to commit to something, it's important to be a player," says Jim. Adds Janet: "If we're going to enjoy something, maybe we have an obligation to pay some rent."



Janet and Jim McKenna

Both the McKennas believe in the value of the Zoological Society. "Everything the Society does on behalf of the Zoo - whether it be the education efforts, improvement of the animal exhibits, the general public support that it generates for the Zoo through its outreach programs - adds up to a significant contribution," says Jim.

He also is proud of all that the Board has accomplished in the last few years. "We've kicked off the Capital Campaign to improve the Zoo. It has been extremely successful under the capable leadership of [fellow Board member] Jack McKeithan. That's been a great joy to me, to see where those capital funds are going: a new animal hospital, a new education center for

children. My gosh, do we need that!" Other parts of the Capital Campaign include renovation of the Feline Building (started in January) and the giraffe exhibit. In addition, a \$2.5 million gift from U.S. Bank last October will make possible a new atrium entrance to the Zoo, with education areas and an expanded restaurant.

The McKennas, who live on 8 acres in the Town of Summit overlooking the Kettle Moraine State Forest, have wildlife ranging from fox to wild turkeys in the prairie that Janet has created on the land. "We probably have 40 types of birds at our feeder," says Jim. Because he likes birds, he particularly appreciates the Zoological Society's bird research and conservation project called Birds Without Borders-*Aves Sin Fronteras*®. It's one of many conservation projects that the Society runs or supports.

As for birds at the Zoo, Jim McKenna's favorites would have to be the Humboldt penguins. He loves to watch young children talking to the penguins. "I always say hi to the penguins, too."

By Paula Brookmire

Above: Dave Works and his 5-year-old daughter, Isabella, of Franklin make a paper-plate medal during last year's Father's Day at the Zoo, sponsored by Chinex® and Roundy's Pick'n Save.

Platypus Society Awards



We humans need to know that saving the natural world is important not just to the survival of wildlife but to our own survival. That was the message of TV personality Jim Fowler of "Mutual of Omaha's Wild Kingdom" when he spoke at the Milwaukee County Zoo. Fowler was the keynote speaker last Oct. 9 for the 22nd annual Platypus Society Awards Dinner.

Sponsored by Sattell, Johnson, Appel & Co., S.C., the awards dinner is a way to recognize outstanding service to the Zoological Society by members of its Platypus Society, an exclusive group of individual and corporate donors.



Zoologist Fowler, shown below with a bald eagle that was present for the festivities, received the Society's *Leontideus rosalia* award, framed golden lion tamarin footprints. The award honors Fowler for his lifetime support of wildlife conservation and environmental education. Fowler is a wildlife correspondent for NBC's "Today Show."

The top award, the Emu Egg Award, given for significant support of the Zoological Society and the Zoo, went to Patti McKeithan (above left) for her dynamic and influential leadership in securing major gifts for the Zoological Society. The award is a real emu egg in a glass case.

John Sapp (above right) received the *Spheniscus humboldti* award, framed penguin footprints honoring outstanding individual service to the Zoological Society. An attorney with Michael, Best and Friedrich, Sapp is on the Zoological Society Board of Directors and on the steering committee of the Platypus Society. His firm, a corporate Platypus member since 1999, gave a major gift in 2003 to support the Zoo's Wolf Woods.

A to Z Printing Company received the *Thalarctos maritimus* award, a framed polar bear footprint (top right). The award honors the company for helping the Zoological Society find ways to reduce the cost of printed materials that support its mission. Accepting the award were company CEO Fuzzy Marek and President Tami Schilling, son and daughter of Frank Marek, who ran the company until his death last June.



Waterbuck

Two females arrived: September 26, 2003
African Waterhole

Since these newcomers were born at the San Diego Wild Animal Park, they are named Salma (as in Hajek) and Penelope (as in Cruz) for two other West Coast hotties. Like their actress namesakes, these ladies are expected by keepers to be stand-outs among the other regulars at the waterhole: zebras, kudus and elands, all African ungulates that could be found at a waterhole in the wild. The new females are the only waterbucks at the Zoo after Dante, a male waterbuck, was sent to San Diego last year. You'll see them outdoors as soon as the weather turns warm. But how do you distinguish them from the other hoofed animals? While the females lack the curved, ridged horns that characterize male waterbucks, their gray rumps have large rings of white fur, like bull's eyes. Greater kudu females also lack horns but have narrow white vertical stripes on their often reddish coats. The elands – both male and female – have spiraling horns. Zebras, with their large stripes, are easy to spot. Ear notches, used in San Diego to identify animals at a distance, make it possible to tell Salma (with a large V in the tip of her right ear) from Penelope (with a V in her left ear).

Salma, age 8, and Penelope, 5, settled in nicely to cozy stalls in Winter Quarters, an underground area for warm-weather animals, says Dawn Wicker, area supervisor. Both bore calves in San Diego but will not be bred here. Wicker hopes they flourish as long as J.S., the Zoo's female waterbuck that died last year at the incredible age (for her species) of 17.



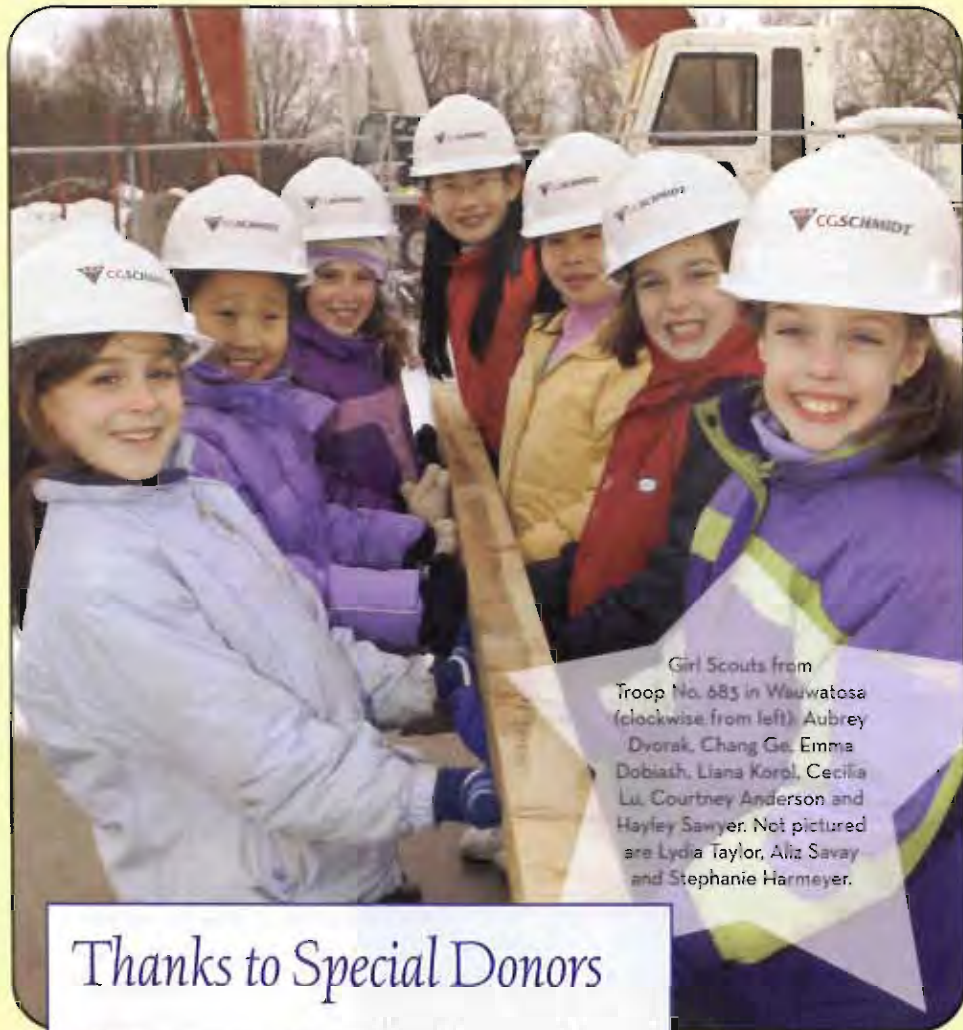
Madagascar Day Gecko

Born: Nov. 24, 2003
Aquatic & Reptile Center

Kids grow up so fast these days. The newest addition to the Zoo's gecko family is only 6 months old, but by Thanksgiving, when it's a 1-year-old, it'll be considered an adult! Although Madagascar day geckos have an average life span of about 10 years, they fully mature in their first year. For now, weighing in at only 1/2 of an ounce, our little newcomer is still a baby. So what does this baby gecko eat? Human baby food! Although they primarily are fed crickets and insects, according to Aquarium-Reptile Curator Craig Berg, baby geckos also enjoy the same fruit puree that human little ones love. No matter how tiny the babies are, you are sure not to miss them. Their neon





green bodies are covered with bright red spots from the top of their heads to the tips of their long tails. Although their neat look makes them attractive prey in the forests of Madagascar, an island in the Indian Ocean, just off the coast of southern Africa, good luck to any predator trying to catch them. They are tricky little guys! As a defense mechanism, geckos have very loose skin that tears easily when they are attacked. Predators usually end up with only a small chunk of skin, leaving the gecko virtually unharmed. Their skin and tails are regenerative and can heal quickly. Photo: adult gecko

Building a Better Education Center



Girl Scouts from Troop No. 683 in Wauwatosa (clockwise from left) Aubrey Dvorak, Chang Ge, Emma Dobiash, Liana Korpl, Cecilia Lu, Courtney Anderson and Hayley Sawyer. Not pictured are Lydia Taylor, Aliz Savay and Stephanie Harmeyer.

Thanks to Special Donors

-  The Milton and Lillian Peck Foundation provided the lead gift for the new building.
-  Donations to the Society's Annual Appeal will help us complete it. For information on donating, call (414) 258-2333 or go online at www.zoosociety.org
-  A major gift from the Halbert and Alice Kadish Foundation will make possible the Alice Bertschy Kadish Wing of the center, devoted to programs for school classes and the Investigation & Discovery Lab.
-  A major gift from Jeff and Debbie Nowak of DMC Advertising and Direct Marketing will fund the building's central atrium entrance area.

"We have one of the largest education programs of any Zoo in the United States," says Dr. Dawn St. George, director of education for the Zoological Society. A lot of people don't realize that. Yet the evidence is there. Our current education building on the Milwaukee County Zoo grounds is bursting at the seams. We need to rent four trailers every summer just to handle the more than 7,000 children attending our summer camps.

In fact, between education programs at the Zoo and numerous outreach programs off site, the Zoological Society reached about 465,000 children and adults between September 2002 and September 2003.

So the new building that will open this fall will allow us to reach 1,000 extra children each summer and even more during the academic year, says St. George. Moreover, it will permit us to offer more sessions of the most popular programs. The current building has only three classrooms. The teacher of 2-year-old programs can be in the room only two weeks of the month so that the teacher of 4- and 5-year-olds can be in there the other two weeks. The new building will have eight classrooms so that each age group can have its own classroom. That means that our

popular workshops for 2-year-olds can expand to the whole month, for example.

Children themselves are getting excited about the new building, which will be called the Karen Peck Katz Conservation Education Center. Girl Scout Troop No. 683 at Wilson Elementary School in Wauwatosa has decided to devote a project this spring to raising money for the building. They will give the money they raise to the Zoological Society's Annual Appeal, which is supporting the new education center. The girls were so enthusiastic about the project that they came out to the Zoo on a blustery winter day in January to view the construction site, say their leaders, Melissa Anderson and Nicole Chase-Dobiash. For fun, our photographer had them don hard hats, pick up a plank and pretend they actually were part of the building crew.

A Window Into Animal Health Care






Above: Vet Technician Margaret Michaels (left) and veterinary resident Dr. Chris Hanley of Madison (center) operate on a mandrill. Zookeeper Mark Schuber assists.



Thanks to Special Donors

The new Animal Health Center would not have been possible without these sponsors and donors:

-  the Gretchen and Andrew Dawes Charitable Trust, which sponsored the Academic/Administrative Wing of the Animal Health Center.
-  the Holz Family Foundation, which sponsored the Learning Zone visitor-education area in the Animal Health Center.
-  the Zoological Society's 2002-2003 Annual Appeal donors, who helped build the visitor-education area.

Large windows into the animal-treatment and surgery rooms in the new Animal Health Center bring you so close to the action that you'll get to experience everything short of standing next to the veterinarians with a mask over your mouth. If you haven't visited yet, spring is a great time. Enter the Holz Family Foundation Learning Zone, a visitor-education area at the north side of the hospital. Go to the back of the room to observe the health-care staff through windows that look down on treatment tables. Mornings are often good times to see treatments. If you can't see everything you want to through the windows, just watch the large flat-screen TV above your head. A small camera attached to an overhead light used during examinations may project an up-close, play-by-play image of what's happening with the patient.

On a visit in January, you could have observed a female mandrill (see photo) undergoing a routine birth-control implant in the treatment room. It required just a few stitches. After the procedure, veterinarians and vet technicians took the opportunity to check her for any health problems. The mandrill was brought into the radiology room for an X-ray. Within minutes, her X-rays were hanging up for everyone, including onlookers, to view.

The 18,000-square-foot Animal Health Center opened in fall 2003. The hospital is the most recent of the completed Zoo buildings in a Capital Campaign coordinated by the public-private partnership of Milwaukee County and the Zoological Society of Milwaukee.

Bonobo Update:

Painting Outside

the Lines

A rare ape, a bonobo, sits protected in Milwaukee County Zoo, painting.* Having apes paint pictures to enrich their daily lives is part of the extra effort made by bonobo keeper Barbara Bell. It's one of many ways, including training the bonobos to help with their own health care, that she makes sure these endangered apes stay healthy and happy.

Halfway across the world, in the heart of Africa, another bonobo lives an entirely different existence. She must struggle to keep her family group together and to keep from being killed or captured by hunters, poachers or commercial loggers. Found only in the Democratic Republic of Congo, bonobos as a species face an ongoing battle for survival against those trying to exploit the rain-forest habitat the bonobo calls home.

What unites these two bonobos is the Zoological Society of Milwaukee. It is a little-known story, but the Society is a worldwide leader in bonobo conservation efforts in the Congo. Just as the Zoo bonobo "paints outside the lines" for his creative design, the Zoological Society has found it necessary to "reach outside our borders" to help protect the whole species.

Here at home, the Society is also headquarters of the Bonobo Species Survival Plan (SSP), a management program for bonobos in zoos throughout North America. Coordinated through the American Zoo and Aquarium Association, the SSP manages the breeding of captive bonobos to maintain healthy, self-sustaining populations. Thanks mainly to breeding efforts, the bonobo population in zoos has increased by 5% in the past two years, from 136 in July 2001 to 143 in 2003.

The Zoological Society's conservation director, Dr. Gay Reinartz, coordinates the Bonobo SSP as well as the Bonobo and Congo Biodiversity Initiative (BCBI), the Society's conservation program in the Congo. Her dedication to both of these efforts links captive



Lody the bonobo paints in a holding area at the Milwaukee County Zoo.

animals with conservation of their wild counterparts and has put the Zoological Society in the forefront of international bonobo conservation.

The Milwaukee County Zoo has the largest captive bonobo group in the world, with 18 of the apes, as well as a high birth success rate. The Zoological Society became involved in captive bonobo conservation in 1988, two years after bonobos first arrived at our Zoo. In 1997, we got involved in wild bonobo conservation after Reinartz worked with several other bonobo scientists to develop an Action Plan for the great ape species. Acting on the plan's recommendations, Reinartz built the BCBI program in the Congo to identify and protect bonobo populations in the Congo's Salonga National Park, the world's only federally protected area for the bonobo. The Zoological Society was the first conservation organization to identify the

existence of bonobos within the Salonga and to work with Congolese to protect them. After an initial reconnaissance mission in 1997, Zoological Society researchers planned a full-scale large-mammal and bonobo population survey. Then civil war broke out and all conservation activities in the park were suspended until 2000, after which the research team slowly regained access to the park. We also managed to get salaries to park guards, who hadn't been paid for years.

Since the war's end, the Zoological Society has continued its ecological research in the Congo and has gathered data on the war's effect. We also have worked with the Congolese Institute for Nature Conservation (ICCN), the agency in charge of national parks, to promote bonobo conservation, and to develop anti-poaching strategies. The Zoological Society also began working with the United Nations Educational, Scientific, and Cultural Organization (UNESCO), which gave us a grant to deliver salaries, equipment and uniforms to 150 Salonga park guards.

Since 2000, the Society has completed seven missions to the Congo, (the most recent in March 2004). Six of those missions included trips into the Salonga, where we have identified 11 sites of bonobo significance and collected data on the distribution of the bonobo, characteristics of their forest habitat, and the presence and impact of illegal poaching. We've also developed relations with tribal leaders to increase conservation awareness. Although Congo is one of the world's poorest countries, it is one of the richest in biological diversity. The Society's efforts to conserve the bonobo also help protect the myriad other species that share the bonobo's habitat.

The Zoological Society coordinates many of its BCBI efforts from its office in Kinshasa, the capital of the Democratic Republic of Congo. Working directly with Dr. Reinartz are Congolese citizens Ntuntani Etienne, office manager, and Guy Tshimanga, research assistant. The Society also converted a former poaching camp within the Salonga into a research station called Etaté.

After three years of intensive data collection, Reinartz is analyzing results and preparing journal articles. Last July she presented a talk at the first annual Bonobo Workshop in Inuyama, Japan, titled "An assessment of the bonobo (*Pan paniscus*) in the Salonga National Park: the effect of forest types and human impact." The workshop, which enabled bonobo scientists from around the world to share research findings and to discuss strategies for protecting bonobos, was put on by representatives from Meiji-Gakuin University in Japan and the Max-Planck Institute for Evolutionary Anthropology in Germany. When Reinartz's data analysis is done, she will make recommendations on how to protect bonobos in the Salonga, leading the way for other groups to add to our pioneering bonobo conservation efforts. Meanwhile, our Milwaukee bonobos, through our sale of their paintings, are helping to raise money for these conservation efforts to ensure the survival of their wild relatives.



* To find out how to buy a painting by Milwaukee County Zoo bonobos or to donate directly to our bonobo conservation efforts, call Stefanie Friedrichs at (414) 276-0339 or e-mail her at conservation@zousociety.org. All proceeds go directly to BCBI.

Thanks to Our Funders

The following donors have provided funds to the Bonobo and Congo Biodiversity Initiative (BCBI):

- American Association of Zoo Keepers, Milwaukee Chapter
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- Chicago Zoological Society
- Columbus Zoo
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- Conservation Endowment Fund
- The Roland and Florence Cron Endowment Fund
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- Alan Margolis
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- U.S. Agency for International Development (USAID) - Kinshasa Mission
- World Wildlife Fund - US
- June Yohe
- Fred and Sandra Young
- Zoo Pride, the volunteer auxiliary of the Zoological Society of Milwaukee

The following have contributed services or other support to BCBI:

- American Zoo and Aquarium Association
- Claudine Andre
- Bonobo Species Survival Plan
- Congolese Institute for the Conservation of Nature
- Dr. Mahdi Hamadi
- Walter Herzog
- Mary Kay Koerner
- Nadine Laporte, University of Maryland
- Delphi Messinger
- Julia and Steven Weeks
- Elizabeth and James Williamson
- Royal Zoological Society of Antwerp
- UNESCO World Heritage Centre/United Nations Foundation
- US Embassy - Kinshasa

Above: Zookeeper Barbara Bell encourages Lody the bonobo to paint.

Zoological Society of Milwaukee

2002-2003 Annual Report

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

This was an exciting year for the Zoological Society as we moved dramatically ahead with our Capital Campaign, finishing the new Animal Health Center and breaking ground for our Karen Peck Katz Conservation Education Center. In addition, we acquired more than 11,600 new members and raised \$3,399,247 just in membership. We also brought back the popular tropical butterfly exhibit that the Zoological Society created for the Zoo, continuing the success of our public-private partnership with Milwaukee County. Despite continuing economic challenges to non-profit institutions, our broad base of support helped us end the year with a surplus. We increased the number of children in our workshops and summer camps at the Milwaukee County Zoo, brought in nearly \$436,000 from our Platypus Society members, and raised \$186,834 from our

animal sponsors for direct support of the Zoo's animals. Sponsors and grantors, including Serengeti Circle members, helped us to continue our popular programs and events. Our Annual Appeal donors raised \$212,896 to build the Holz Family Foundation Learning Zone, a visitor-education area in the new Animal Health Center. Our 521 active Zoo Pride volunteers donated 46,523 hours to the Zoo and Society last year. Our board, staff and volunteers put in extra effort as we changed our traditional ways of doing business and used more advanced technology, including expanded use of the Internet. As the world of wildlife and conservation faces some of its toughest challenges, we stand ready to meet them, thanks to you.

In the following pages, we thank many of our specific donors, grantors, sponsors and other contributors who help us achieve our mission. First, let's review 2002-2003's achievements in each part of our mission:

Conservation

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

1) Birds: Birds Without Borders—Aves Sin FronterasSM (BWB-ASF), our international conservation-research-education project, continued field research in Belize. BWB-ASF Belize staff members explored the 6,134-acre Runaway Creek Nature Preserve owned by the Foundation for Wildlife Conservation, Inc., the ZSM's partner. They documented the presence of many bird species as well as monkeys, wild cats such as the jaguar, crocodiles, valuable trees, and caves used by the ancient Maya. Researchers continued Wisconsin and Belize data analysis and will include results in a report for landowners on how to manage their land to benefit birds. BWB-ASF research from 1997 through 2002 in Belize identified 22 plant species that provide food for both migrant and resident bird species there. International coordinator Victoria Piaskowski and Belize national coordinator Mario Teul made presentations at scientific conferences in both the U.S. and Central America. The BWB-ASF staff had three papers accepted for publication in peer-reviewed scientific journals.

2) Wild bonobos: As part of our continuing effort to save these endangered great apes, Dr. Gay Reinartz, Zoological Society conservation coordinator, made trips to the Democratic Republic of Congo in October-November 2002 and April-May 2003 to meet with our bonobo research staff. She also delivered funds from the United Nations Foundation for salaries for park guards in Salonga National Park, the only federal refuge for bonobos. We provided support and new buildings and equipment for our research station within park boundaries. Dr. Reinartz has been analyzing data and preparing

journal articles on our three years of research in the Congo. She will make recommendations on the best ways to protect bonobos in the wild.

3) Captive bonobos: At North American zoos with bonobos, the population continues to increase, with five babies born in 2002-'03, including one in March 2003 at the Milwaukee County Zoo. All these zoos are part of the Bonobo Species Survival Plan, which manages the 77 bonobos residing in North American zoos; Reinartz heads the Bonobo SSP, which in March 2003 established a bonobo group for the first time at the Memphis Zoo. Reinartz and SSP members also cooperate with their European counterpart, EEP, which manages bonobos in European zoos.

4) Student researchers: The Society has given grants for field research totaling more than \$235,000 to 150 graduate students since our Wildlife Conservation Grants for Graduate Student Research were launched 12 years ago.

5) Mammals, Penguins, Snakes: Since the 1998-'99 year, we have given \$75,815 to Zoo-staff research on Humboldt penguins in Chile, Peru and at our Zoo; \$47,933 to fund research on endangered rattlesnakes; \$13,000 for a wild-deer study; and funds for a small-mammals study on Zoo grounds.

6) Gorillas, Elephants, Black Rhinos: In joint ventures with the Foundation for Wildlife Conservation, Inc., the Society provided funds for the Dian Fossey Gorilla Fund International, and for the protection of elephants and black rhinos on the Lewa Conservancy in Africa.

Education

The Zoological Society Education Department expanded its programs again in 2002-'03, reaching 465,394 people with messages about wildlife and conservation. We served 746 more children (a total of 7,202) in our academic-year edZOOcation workshops than the year before. Our Summer Camps, sponsored by Quaker Foods & Beverages and Roundy's Pick'n Save, drew 7,209 children to the Zoo (311 more than the previous year). Our summer college intern program provided 18 students excellent job training (three teaching internships), thanks,

in part, to generous support from an anonymous donor, the Alice Kadish Foundation and the Dorothy Inbusch Foundation. Our programs for school classes - funded in part by gifts from the Ladish Company Foundation, A.O. Smith Foundation and Briggs & Stratton Corp. Foundation - helped 225,534 students and teachers to connect to the natural world. We expanded our Animal Ambassador program, in its 14th consecutive year, by adding 20 second-grade classes from 10 schools to Pee Wee Ambassador, sponsored by the Brady Corporation. About 3,650 students from 76 schools participated in Miller Brewing Company's Recycled Zoo art program (846 more than the previous year). We added a conservation-education program for 600 students in nine high schools across eastern Wisconsin, thanks to collaboration with We Energies. Roundy's Pick'n Save's Care for Critters live-animal outreach program, run by Zoological Society naturalists, reached 77,340 students and teachers in 323 schools last year. The program also made 118 appearances at summer festivals and fairs, 145 presentations at libraries and 192 other presentations. Last September we broke ground for the Karen Peck Katz Conservation Education Center that we'll be moving into in fall 2004.

Zoo Support

The joint Zoological Society and Zoo Capital Campaign completed a new animal hospital and broke ground for a new education building. U.S. Bank brought a traveling exhibit called When Crocodiles Ruled to the Zoo Feb. 3-April 27, 2003. In summer, June 14-Sept. 28, the Zoological Society brought back its tropical butterfly exhibit to the Zoo, thanks to sponsorship by Northwestern Mutual Foundation. The Zoological Society expanded its annual Winter Wonderland, held during Holiday Night Lights, which was sponsored by

We Energies. This fantastic forest of 70 trees donated by Hawks Nursery, was held indoors with tree decorations done by children. Behind the scenes, the Society continued to support Zoo veterinary and pathology residents, to help with Zoo maintenance,



and to plan other capital projects. Zoo Ball brought in more than \$466,462, and the 13th Annual Miller Brewing Company's Birdies and Eagles Golf Tournament raised \$86,740. We continued to produce five publications (20 issues in all) about the Zoo, conservation and education. Overall in 2002-2003, we provided \$5.1 million to support the Zoo, including Capital Campaign monies and \$698,067 in parking fees for our members who have the Zoo Pass Plus.

Top: Sheboygan North High School students learn how to use a compass in our new Belize & Beyond program, in collaboration with We Energies.

A downy woodpecker is banded as part of our bird-conservation efforts.

The white morpho was a highlight of Northwestern Mutual Foundation's Butterflies 2003! exhibit.

Simba Society

The Simba Society was created by the Zoological Society to recognize and thank those donors, during their lifetimes, who remember the Zoological 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 conserve wildlife, educate the public, and support the Zoo for future generations.

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The following donors have elected to create funds to further a particular area of interest:

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Zoological Society and FWC President: Dr. Gil Boese

Serengeti Circle

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 Behind the Scenes Weekends, and fund-raisers such as Zoo Ball. Thanks to all these contributors:

Priceless

Zoo Pride
• Zoo and Zoological Society events and programs

\$500,000

Florence Borchert Bartling Foundation
• Otto Borchert Family Special Exhibits Building

\$50,000-\$99,999

The Lynde & Harry Bradley Foundation
• General Operations

Miller Brewing Company

• Animal Ambassador Program
• Birdies & Eagles Golf Tournament
• Oceans of Fun Seal & Sea Lion Show
• Recycled Zoo
• Zoo a la Carte

Milwaukee Journal Sentinel

• Zoo a la Carte*

Northwestern Mutual Foundation

• Summer Special Exhibit - Butterflies 2003: Return to the Mundo Maya
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Country Publications
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• Zoological Society Membership Support*
• Zoo Ball*

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• Bonobo & Congo Biodiversity Initiative

Ladish Company Foundation

• School Programs

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• Zoo Ball C-230 Kompressor Raffle
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• Seasonal Zoo Brochures

Roundy's Pick'n Save

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

St. Francis Bank

• Zoomobile

Tri City National Bank

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• Behind the Scenes Weekends
• Feast for the Beasts Pancake Breakfast
• Kids 'n Critters Club
• Senior Celebration Support*
• Sponsor an Animal Program
• Sunset Zoofaris

UNESCO

• Bonobo & Congo Biodiversity Initiative

U.S. Bank

• Winter Special Exhibit: When Crocodiles Ruled

Fred & Sandra Young

• Bonobo & Congo Biodiversity Initiative

\$10,000-\$19,999

Anonymous
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Anonymous

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Halbert & Alice Kadish Foundation

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Light 97.3 FM

• Ride on the Wild Side Family Bike Ride*
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• Samson Stomp & Romp
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Pull-Ups*

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Sargento Foods Inc.

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• Dairy Farm Delight

Strong Financial Corporation

• Carousel

U.S. Aid

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We Energies

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Amarula Cream Liqueur
• Zoo Ball Late-Night Venue

Antonia Foundation

• Birds Without Borders - *Aves Sin Fronteras*™ (conservation)

St. Francis Bank

• Zoomobile



Tom and Mary Ann Dyer were chairs of Zoo Ball 2003, presented by American Airlines. The event had a 1920s flapper theme.

A.O. Smith Foundation
• School Programs

Aurora Health Care
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Bank One Foundation
• Student Intern Program

Brady Corporation
• Pee Wee Ambassador Program

Briggs and Stratton Corporation Foundation
• School Programs

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• Nights in June

Del Monte Vegetables
• Snooze at the Zoo

Golden Gernsey Dalry
 • Heritage Farm Weekend
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 • Kids Nights Entertainment

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 • Egg Day

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Racine Danish Kringles
 • Breakfast/Lunch With Santa
 • Kids Nights Entertainment

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Children's World Learning Centers
 • Halloween at the Zoo-Haunted Maze
 • Kids Nights Entertainment

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metroparent
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 • Heritage Farm Weekend

* In-Kind Sponsorships



Children could build a prehistoric crocodile skeleton at the Milwaukee County Zoo's 2003 winter touring exhibit, *When Crocodiles Ruled*, presented by U.S. Bank. From left are Connor Touhey, Alyssa Althas, Cameron England and Shannon Touhey.

We also acknowledge the following non-Serengeti Circle corporations and foundations for additional sponsorship and grant support:

Badger Meter Foundation • School Programs	Green Bay Packers Foundation • Wildlife Conservation Grants for Graduate Student Research	Mortgage Guaranty Insurance Corporation • School Programs	Glenn and Betty Stuffers • Bonobo & Congo Biodiversity Initiative
Dr. Gil Boese • General Operating Support	Helen G. Hauben Foundation • School Programs	Eric Morris • Bonobo & Congo Biodiversity Initiative	Wauwatosa Women's Club • Conservation Programs
HH Camp Foundation • Animal Ambassador Program	Maddy Howard • Bonobo & Congo Biodiversity Initiative	Jean-Pierre Roy • Bonobo & Congo Biodiversity Initiative	Water Street Garage • Scenic Safari Road Rally
Excelsior Masonic Lodge #175 F. & A.M. • Animal Ambassador Program	Kent and Tamara Knudsen • Bonobo and Congo Biodiversity Initiative	Amy Shapiro • Birds Without Borders - <i>Aves Sin Fronteras</i> SM	Wisconsin Festivals • Animal Ambassador Program
Foster Family Foundation • Bonobo & Congo Biodiversity Initiative	Jim Laukes • Bonobo & Congo Biodiversity Initiative	Connie Squire • Bonobo & Congo Biodiversity Initiative	June Yohe • Bonobo & Congo Biodiversity Initiative

Platypus Society

Special donors of the Zoological Society are recognized through membership in the Platypus Society. At the end of the 2002-2003 fiscal year, more than 370 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 conserve wildlife, educate the public, and support the Zoo.

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The Holz family stands in front of the Holz Family Foundation Learning Zone, a visitor-education area of the Zoo's new Animal Health Center. From left are Dorothy and Jerry Holz; their daughter Barbara Holz Weis and Dr. David Weis; and daughter Judy Holz Stathas and Dr. Bill Stathas. Jerry Holz's Holz Motors, Inc., is a long-time Platypus Society member.

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Attorney Abby O'Dess sits on a Zoo bench she donated to the Zoological Society in memory of her husband, the late Bill Hein. O'Dess is a Platypus member at the president's level.

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The preceding list is comprised of all friends contributing to the Platypus Society from October 1, 2002, through September 30, 2003.

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

2002-2003 Annual Appeal: Animal Health Center

The new 18,000-square-foot Animal Health Center at the Milwaukee County Zoo opened in fall 2003. The hospital is the most recent of the completed Zoo buildings in a Capital Campaign coordinated by the public-private partnership of Milwaukee County and the Zoological Society of Milwaukee. The Zoological Society's 2002-'03 Annual Appeal donors helped build the hospital's visitor-education area, called the Holz Family Foundation Learning Zone, which was sponsored by the Holz Family Foundation. Below are people who donated \$100 or more to the Appeal:

Mary Ellen & Robert Acker
Jeanie Ahrens
Don & Coleen Allee
Julie & Jeffrey Allen
Pam Anderson
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The entrance to the Holz Family Foundation Learning Zone, a visitor-education area in the new Animal Health Center

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Animal sponsors range 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. In the 2002-2003 fiscal year, 2,576 people participated in the Zoological Society's Sponsor an Animal Program, raising \$187,935 for all the animals at the Milwaukee County Zoo. Following are sponsors who supported animals at the \$250 or above level:

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 Pat Wolfe
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Statement of Activities

Zoological Society of Milwaukee County - Year ending September 30, 2003

Support & Revenue

MEMBERSHIP DUES

from all Zoological Society
 and Platypus Society members\$3,861,617

CONTRIBUTIONS

toward capital projects
 and specific programs\$174,769

SPECIAL EVENTS PROGRAMS/SPONSORSHIPS

including Animal Sponsorship,
 Zoo Ball, Education, Society and
 Zoo special events and sponsorships\$2,054,337

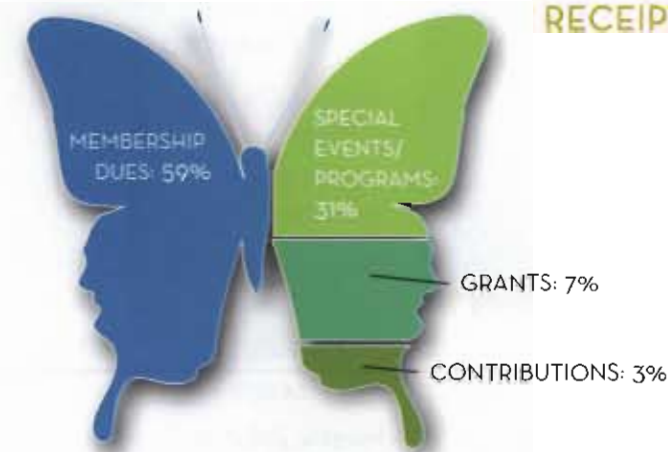
INTEREST INCOME

from contributions toward capital projects
 and specific programs\$13,125

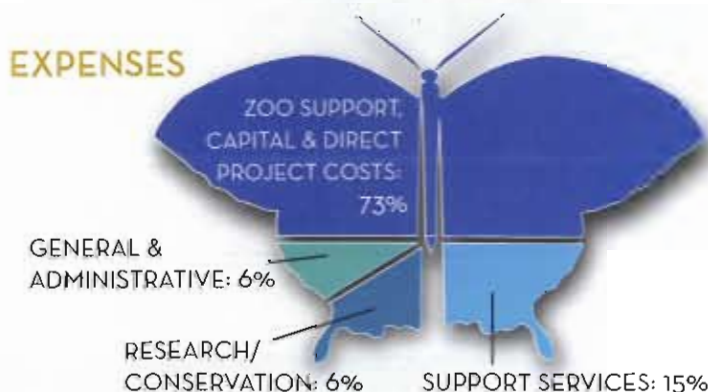
GRANTS\$487,761

TOTAL SUPPORT & REVENUE\$6,591,609

RECEIPTS



EXPENSES



Cost of Support and Revenue

(Support Services)

MEMBERSHIP DUES

Expense of providing benefits to all Zoological Society and Platypus Society members\$780,378

SPECIAL EVENTS/PROGRAMS

Expense of providing and promoting Society special events/programs\$183,545

INTEREST INCOME

Expense of managing the Society's investments\$1,463

TOTAL COST OF SUPPORT & REVENUE (Support Services)\$965,386

Expenses

DIRECT PROJECT COSTS

Expenses relative to capital projects
 and specific programs\$49,114

ZOO SUPPORT

Expense of providing, promoting and supporting education, graphics, and conservation programs, special exhibit projects, and Society and Zoo special events; reimbursing the Zoo for Zoo Pass Plus and coupons\$4,631,623

RESEARCH/CONSERVATION

Expenses relating to state, national and international programs supporting species preservation\$387,663

GENERAL AND ADMINISTRATIVE

Expenses relating to daily Society operations\$392,482

TOTAL EXPENSES\$5,460,882

TOTAL COST OF SUPPORT, REVENUE AND EXPENSES\$6,426,268

INCREASE (DECREASE) OF SUPPORT AND REVENUE OVER EXPENSES\$165,341

CAPITAL PROJECT EXPENSES

Animal Health Center and Karen Peck Katz
 Conservation Education Center\$468,143

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Open Up New Vistas in EdZOOcation!


Help Us Finish Our New Building

Help the Zoological Society finish the new edZOOcation center so we can:

- **Offer** more hands-on experiences to excite children about the natural world
- **Expand** Web-based programs in our Investigation & Discovery Lab
- **Add** 5 more classrooms to increase programs
- **Offer** easy bus & car drop-off & pick-up
- **Introduce** online registration
- **Increase** global conservation programs for high school students

The Karen Peck Katz Conservation Education Center will be a state-of-the-art facility.

Contribute to our Annual Appeal to help us complete it.



Charles Schroeder, 8, of Hawley Environmental School examines the jaw of a crocodile in the Zoological Society's Investigation & Discovery Lab at the Zoo. In back are Nick Thompson, 8, and Hawley third-grade teacher Shannon Rydlewicz. Their class participated in a 2003 Junior Animal Ambassador program focusing on wildlife and conservation.

To contribute call **(414) 258-2333**, or go online at **www.zoosociety.org**.