

# Alive



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17 Years of Animal Ambassadors  
Dinosaurs Roar Again  
Annual Report

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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**CEO's Letter**



From the long-necked giraffe to the long-necked *Omeisaurus*, towering creatures will be a big part of the Milwaukee County Zoo experience this summer. On May 27, Expedition: Dinosaur, sponsored by Chase, opens in its own prehistoric-looking world at the west end of the Zoo, behind the Small Mammals Building. The *Omeisaurus*, believed to be one of the longest-necked dinosaurs ever, will be near the front of the exhibit to greet you from tree height.



In mid-July, the Miller Brewing Company Giraffe Experience will be unveiled. Here you can climb up a ramp to head height so you can get eye to eye with these graceful creatures.

At the Zoological Society, we're happy to be part of elevating you to new heights. Part of our job is to recruit sponsors for some of the Zoo's exhibits and attractions. For our public-private partnership in the capital campaign to improve the Zoo, we asked Miller Brewing Company to sponsor the expanded and remodeled giraffe exhibit. We also recruited Chase to sponsor Expedition: Dinosaur. And in the spirit of soaring to new heights, we welcomed Kalahari Waterpark Resort as the sponsor of the Zoo's new Sky Safari glider. From these gliding perches two stories above ground, you can view animals from around the globe: South American alpacas, Central Asian camels, Siberian tigers, African black rhinos, North American timber wolves, and even a peek from above at the giraffes in their new exhibit.

As Zoological Society members, you'll have the opportunity for free viewing of the 26 dinosaurs during our Nights in June event (see page 9). During our July Kids Night event, you can enjoy the premiere of the Miller Brewing Company Giraffe Experience before it is opened to the public. Giraffes and dinosaurs also will be featured in our popular summer camps, which served nearly 11,000 children and adults last year. We're committed to making the Zoo an exciting place for you this summer.

**On another note:** This issue of *Alive* (pages 14-23) incorporates the Zoological Society's annual report. It's our chance to recognize, thank you and give you a quick summary of the conservation, education and Zoo-support projects we've been involved in during the last fiscal year. I think you'll find it impressive. I certainly am proud of our world-class programs and of the stature of this Zoo. The rate of improvements the Zoological Society has helped bring to the Zoo in the last five years is no less than astounding. Together, this private-public partnership has completed seven of the nine capital campaign projects. Look around the next time you visit the Zoo. A large percentage of the Zoo is new!

*Robert Davis*

Dr. Bert Davis  
 Chief Executive Officer

## FEATURES

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A wild jaguar saved from death and rehabilitated at the Belize Zoo, with help from the Zoological Society, soon will come to the Milwaukee County Zoo.

### 6 *Education: Natural Ambassadors*

The Zoological Society's Animal Ambassador program teaches children from economically disadvantaged neighborhoods to be advocates for animals and conservation.

### 8 *Eyeing up the Dinos*

Next stop, the Jurassic Period! Travel back in time this summer and meet the dinosaurs in the touring exhibit Expedition: Dinosaur, sponsored by Chase.

On the cover: Stella the jaguar

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Zoological Society instructor Julie Emerson presents a T-shirt to Ciara Carmichael from Hawthorne Elementary School during their Animal Ambassador class visit to the Zoo. See page 6.



## Society Pages



## Gifts to the Future

*This is part of a series of stories on how people help the Zoo through the Zoological Society*



John Sapp has found many ways to help the Zoological Society in its mission to conserve wildlife, educate people about animals and conservation, and support the Milwaukee County Zoo. One of the most basic ways to offer support is by becoming a member of the Zoological Society of Milwaukee (ZSM). John and his wife, Linda, are longtime ZSM members. They also have been patron members for 14 years of the Platypus Society, the ZSM's highest level, donor-recognition group. John also has volunteered his time for the Board of Directors and currently is the Board chairman.

What John and Linda Sapp have done that may have the most lasting impact, however, is to leave a legacy gift to support the Zoo and ZSM. They gave a planned gift through the Simba Society, a division of the Zoological Society. The Simba Society is a special recognition program for people who make bequests in their wills or arrange lifetime gifts to the non-profit ZSM. Dr. Bert Davis, the ZSM's new chief executive officer, emphasized that Simba Society donors help the Zoological Society to support conservation programs both in Wisconsin and throughout the world. They also guarantee that the ZSM will be able to support the Zoo well into the future.

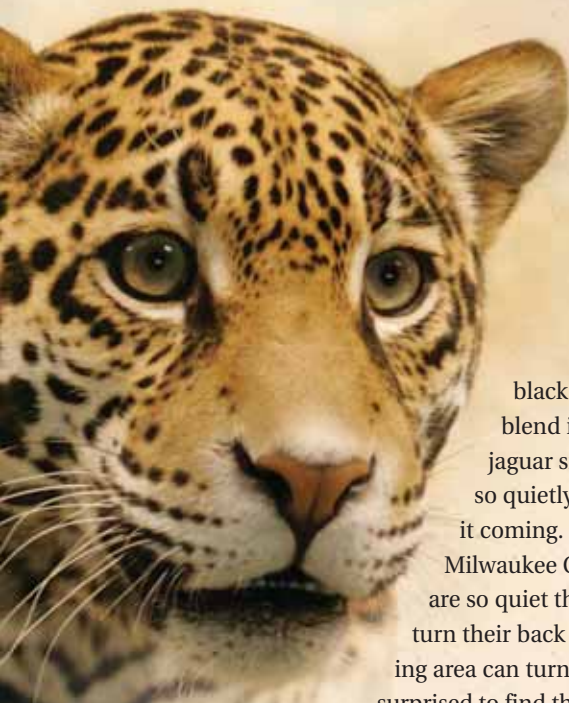
"The Zoological Society is an absolutely essential support mechanism for the Zoo, and the Zoo makes a big contribution to the community," says John Sapp. His law firm—Michael Best & Friedrich—also has helped the Zoo and ZSM with a contribution to upgrade and maintain Wolf Woods, the Zoo's timber-wolf exhibit.

If you'd like to join the Simba Society or learn more about planned gifts, please

contact Susan Skibba at (414) 276-0843.

# Wild Jaguars

# SAVED From Death



Stella the female jaguar at the Milwaukee County Zoo

Sleek, stealthy, its black spots helping it to blend into the jungle, the jaguar sneaks up on its prey so quietly that no one hears it coming. Even here at the Milwaukee County Zoo jaguars are so quiet that zookeepers who turn their back on an empty holding area can turn around and be surprised to find that a cat has crept in without a sound. With such prowess plus its size (the jaguar is the largest land predator in the forests of Central America), the jaguar is truly king of the jungle in the New World – comparable to the lion in Africa.

Yet the crown rests uneasily on the king's head. As the jungles and forests disappear, the jaguar finds its food sources dwindling. With farms featuring delectable domestic cattle bordering right on the forest, what's a jaguar to do? Kill, say its critics. Feed on the easiest prey available, say its defenders. Between January 2002 and 2004, more than 60 "problem jaguars" seen killing livestock were shot or poisoned in the Central American country of Belize, says Sharon Matola, director of the Belize Zoo. "Many times, these cats are shot before a more positive solution can be found," she says.

Seeking a better solution, Matola created the Problem Jaguar Rehabilitation Program in 2004, and she has had support from the Zoological Society of Milwaukee and the Milwaukee County Zoo from the start. Her program is a straightforward idea in four parts. First, capture jaguars instead of killing them and send them to the Belize Zoo. Second, give them time and training to adjust to captivity and to humans. Third, send the wild-caught jaguars to zoos in North America that need a new "gene pool" to prevent inbreeding in the breeding population of 45 jaguars currently in North American zoos. Fourth, educate farmers and other Belizeans about the value of jaguars and other endangered species and teach them how to reduce the chance of jaguar attacks on livestock.

At the Belize Zoo, Matola keeps the "problem jaguars" off exhibit for several months as zookeepers bond with the cats by

feeding them and even by singing. "They love music; it works to calm them down," says Matola, adding, "They each have their own song." For example, one jaguar took a liking to the song "Wild Boy" sung by Matola as she played guitar. So she named that cat Wild Boy.

Sending the human-adapted jaguars to zoos in North America has multiple benefits, says Matola. While it is not a "cure" to the problem jaguar issue, it is a positive way to address a difficult conflict, she says. "Rather than being poisoned or shot, these cats go through rehabilitation, and their valuable genes become part of the captive jaguar population of 100 in North America, which has reached a 'genetic bottleneck.'" Matola, who has been in contact with feline experts at the Association of Zoos and Aquariums (AZA), says that by transferring "problem cats" to AZA-accredited institutions, the captive population would begin to have a more promising future and the problem-jaguar situation could be reduced over time. Moreover, the jaguars would become important symbols in the zoos that house them to draw attention to the endangered status of their species, as well as to the efforts being made to preserve these great cats within their native lands.

Another benefit of Matola's approach has come from a requirement by the AZA that any North American zoo receiving a wild-caught jaguar must put funds into conservation work to help the jaguar in its native range. "Therefore, says Matola, "I view the program as empowering our objective, which is to see that jaguars roam forever in the forests of this region."

The bad news is that the U.S. Fish and Wildlife Service, which must approve imports of zoo animals into this country, has had funding and staff cutbacks, which have created backlogs in import permits for zoo animals, according to Milwaukee County Zoo Director Chuck Wikenhauser. "We don't anticipate having any problems, but the federal government is going to take their time. Based on how long it took to get our young Amur tigers here from Toronto, which was four to six months, we estimate at least six months in getting the jaguars." Since the Zoo did not put in a permit application for a jaguar until February, when the staff was assured that an animal had been rehabilitated enough to be ready for zoo life, the Zoo probably won't receive any of the Belize jaguars until fall, said Wikenhauser.

That means more funds will be needed to support the jaguar program. "The longer the jaguars stay in Belize, the more costly it



Top left: Sharon Matola feeds one of the jaguars in the rehabilitation program.



Left: Matola sings the "Wild Boy" song to Wild Boy the jaguar.

becomes for the Belize Zoo to operate and maintain the jaguars," says Dr. Gil Boese, president of the Foundation for Wildlife Conservation, Inc., the ZSM's conservation partner. The Foundation has been a longtime supporter of the Belize Zoo, and Dr. Boese has promoted the jaguar program to other conservation groups and eco-tourism groups. He also says that he and his wife, Lillian, personally have given money to the Belize Zoo for the program.

The Zoological Society funds the Milwaukee County Zoo conservation projects each year, and in the fiscal 2004-'05 year some of those funds were directed to the jaguar program at the Belize Zoo.

The jaguar that Sharon Matola originally planned to send to Milwaukee is named Pat the Cat. That jaguar had killed cattle several times and finally was trapped and eventually sent to the Belize Zoo by the government of Belize to be part of the rehabilitation program. Says Dr. Boese, who took a study group to Belize in February to see the four male jaguars and one female in the rehabilitation program: "He's very calm and displays very well. He's in a huge enclosure that has a top on it. When we got there, he was up in a tree looking down on us."

While the Milwaukee County Zoo waits for jaguars from Belize, visitors can view two very attractive jaguars that arrived last summer: Stella and Cuxtal. Stella is so photogenic that her picture is on the cover of this *Alive*. Both jaguars seem to enjoy their exotic-looking rain-forest exhibit in the new Florence Mila Borchert Big Cat Country building.

To give money to the Belize Zoo's jaguar rehabilitation program, send donations to the Foundation for Wildlife Conservation, Inc., at 10005 W. Blue Mound Rd., Milwaukee, WI 53226. Last year the Belize Zoo announced that the Foundation is now its official conduit for receiving tax-deductible donations from outside Belize. 🐾

-by Paula Brookmire

Sharon Matola, director of the Belize Zoo, visited Stella the jaguar at the Milwaukee County Zoo in July 2005 during the grand opening of the Florence Mila Borchert Big Cat Country. Matola started a problem-jaguar rehabilitation program in Belize in 2004 to give a refuge to jaguars that were killing cattle and would have been killed otherwise.



# Natural Amb



Two boys huddle around a microscope and scribble their discoveries on an activity sheet.

Across the room, a pair of girls ooh and aah over an animal skeleton. At the computers, a group of kids works through an interactive program about animals. When the hour

is up, the Animal Adaptations Laboratory in the Zoological Society of Milwaukee's Conservation Education Department hums with activity. Kids make a run for their coats and eagerly line up at the door in anticipation of touring the Milwaukee County Zoo.

These children, fourth-grade students at Hawthorne Elementary School in Milwaukee, were at the Zoo in February as part of the Zoological Society's Animal Ambassador program. The program, now in its 17th year, gives second- through fourth-grade students from metro-Milwaukee schools, many of

them in economically disadvantaged neighborhoods, the opportunity to learn about animals, their habitats and efforts to save them. In the 2004-'05 academic year, the program reached more than 1,600 students at 21 participating schools. Each school has a corporate, foundation or civic-group sponsor.

"The Animal Ambassador program has introduced thousands of children to conservation and animals throughout the years," says Dr. Dawn St. George, former director of education at the Zoological Society. "Students get more than a 'program about animals.' They get an experience because they actually see the animals they are studying. Our hope is that through this experience, students will become champions of wildlife and the environment."

Second- and third-grade students – Pee-Wee and Junior Ambassadors, respectively – receive a classroom visit from a Zoological Society educator who introduces a topic such as ecosystems. Students also get a tour of the Zoo. Fourth-grade students, called Senior Ambassadors, follow a semester-long program in which they learn about wildlife and conservation, complete special activity sheets and visit the Zoo twice during the school year. "I like how this program is connected to school curriculum," says Linda Roundtree, principal of Hawthorne Elementary, a school that joined the Animal Ambassador program in 2006, thanks to its sponsor, Sensient Technologies Foundation, Inc. "Students really get hands-on lessons about animals and science from experts in the field."

The Animal Ambassador program encourages interest in conservation and wildlife through science, reading and writing. For example, in the Animal Adaptations Lab students



Bresha Gibbs is awarded books by Vinitia Strong-McDonald of Chase, which sponsors Albert Story School, at last June's Animal Ambassador graduation ceremony.

# assadors

study animals' eating, defense, and movement adaptations by viewing animal artifacts and using microscopes and computers. Julie Emerson, Zoological Society school program manager, and other Zoological Society educators then guide students through activity sheets about what they learned. Says Roundtree: "I like all the writing that's involved in this program. It makes a powerful impact when children take their assessments." When touring the Zoo, students are so curious about the animals that they read exhibit signs, says Hawthorne science teacher Annette Perry. "This program really enhances reading skills!"

Back at school, students learn about endangered animals and the Zoo's role in wildlife conservation. They discuss how they can care for their local environment by recycling and cleaning up discarded trash that could harm animals or encourage pest species. Dominique Robinson, a fourth grader at Hawthorne, says she never thought about animals and the environment before taking part in Animal Ambassadors. "You discover stuff that you've never discovered before," she says. Students also can ask questions about animal and science-related careers. "I don't know if I would want to make science my career, but I really like learning it," says Russell Schiller, Dominique's classmate.

After completing the program in June, students have a graduation ceremony, complete with certificates. Last year, students at Albert Story Elementary School (see photos) got to meet live animals such as a parrot and an owl when they graduated from the program. Students also receive books about animals as a reward for completing special activity sheets with family members. "I really like the festivities of this program!" says Roundtree. "We don't always celebrate success, but in this program, we do! The graduation ceremony really motivates the kids." Students also receive complimentary Zoo admission tickets and parking passes at graduation so they can return to the Zoo in the summer with their family members as "Animal Ambassadors." Sparking lifelong interest in animals may be the program's biggest success. Adds Roundtree: "When kids come back from the Zoo, you can hear the excitement in their voices. They'll say, 'I got to see this or touch that!' It's just awesome."



-by Julia Kolker

Left page top: Malachi J. Young, a fourth grader at Albert Story School, admires a medal he received at Animal Ambassador graduation last June.

2005 - 2006

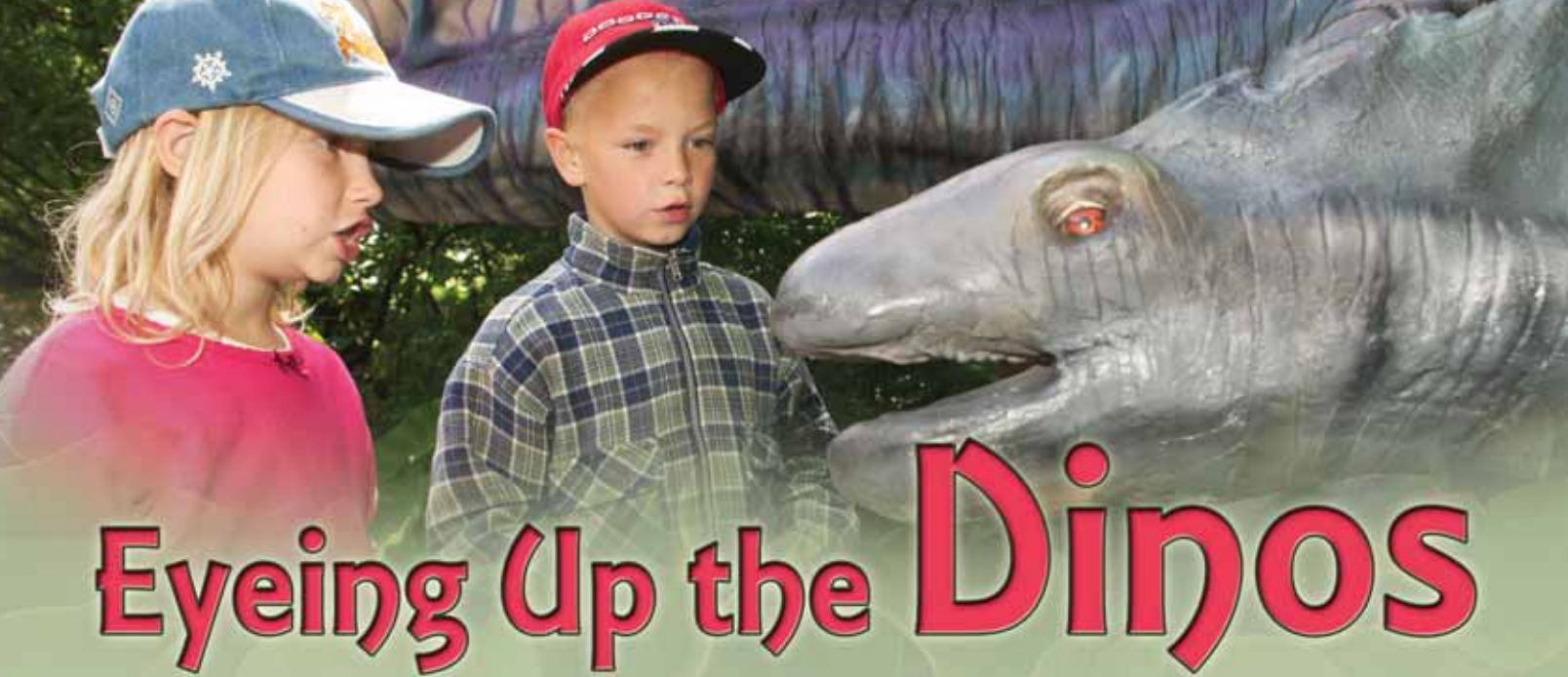
## Animal Ambassador School Sponsors

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Ciara Carmichael and Shontierra Wren, fourth-grade students at Hawthorne Elementary School, answer questions about an animal skeleton in the Animal Adaptations Lab.

Shumar Foulks and his fourth-grade classmates from Hawthorne Elementary School focus on an interactive program about animals in the Animal Adaptations Lab.





# Eyeing Up the Dinosaurs

A 16-foot-tall dinosaur turns his body, looking left and then right. Nostrils at the end of his long, slender snout flare as they pick up the scent of prey. His “sail,” a 5-foot extension of bone and skin on his back, regulates his body temperature as he hungrily sniffs out dinner. Meet *Spinosaurus*, a spiny lizard from North Africa. With teeth shaped like a crocodile’s, this dinosaur definitely would have been on the Atkin’s diet.

*Spinosaurus*, *Giganotosaurus* and *Ceratosaurus* are three new carnivores coming to the Milwaukee County Zoo in May with a touring exhibit of 26 robotic dinosaurs. They’ll “hunt” among herbivores of all sizes, including some such as the *Muttaborrasaurus* (say that fast three times) that have never been in previous dino exhibits at the Zoo. Running May 27 through Sept. 4, Expedition: Dinosaur, sponsored by Chase, will give you a breathtaking look at what life was like when dinosaurs ruled the Earth. Life-size dinosaur robots will “move” among up to 1,000 specially placed plants and trees to simulate a prehistoric landscape. “We want to try and take you back in time,” says O.J. Merrell, the Zoo’s coordinator of special events and special exhibits. Each dinosaur will be in a setting resembling a scene from its time period. The *Giganotosaurus*, which roamed the area of Patagonia, Argentina, will look as if he’s moving his body to peer through trees.

Tropical and temperate plants will re-create the feel of the landscape from the Late Cretaceous Period and the Jurassic Period. Dinosaur Food, a perennial plant used in the exhibit, has been around since the early dinosaurs.

This plant’s frilled leaves can reach


1 ½ feet in width, a welcome sight for herbivores



Euoplocephalus

such as the *Iguanodon* or *Triceratops*, both in the exhibit. Instead of importing a lot of expensive, prehistoric-looking tropical plants (many of which were blown away by Florida’s 2005 hurricanes), the Zoo’s horticulturalists, Ann Hackbarth and Noah Huber, will save money by planting trees that “come back year after year” and by turning to more temperate plants. One such plant is Canadian hemlock (a conifer), which fits well into the exhibit because fossils and seeds prove that “conifers have been evolving since the dinosaurs,” says Huber. Some hemlocks can live more than 500 years.

“Every attempt to be scientifically accurate is being made, right down to the footprints,” says Merrell. One set of footprints, of a *Tyrannosaurus rex* running, will lead visitors from the Main Mall to the dinosaur exhibit at the far west end of the Zoo. The other set of footprints, of a *Seismosaurus*, is inside the exhibit (you see the footprints but not the dino). The *Seismosaurus* has bragging rights for the largest footprint a fleshed animal can make at 4 feet 6 inches wide. How was this calculated? “The footprint can’t be bigger than a certain size because the flesh and the bone won’t support it,” says Merrell. The two rear footprints, each of which is big enough for two kids to sit in (thus making a great picture opportunity), show the distance between the *Seismosaurus* feet.

Kids, see the spitting *Dilophosaurus* and the long-necked *Omeisaurus* on your way to the activity areas. You’ll find models of *T. rex* claws and teeth, a sand pit where you can dig for fossils, and passports that will give your friends proof that you went on one adventurous dinosaur expedition.  -by Megan Ivers

Above: Two children got closer than normal to this dinosaur in the 2004 Zoo exhibit when a photographer asked them to step inside the ropes for a picture. Usually visitors must stay outside the ropes so as not to disturb plants or electrical cords powering the robotic creatures.

## Expedition: Dinosaur, sponsored by Chase

Zoological Society members get a free viewing of this exhibit during Nights in June, a members-only event held June 14, 15 and 16 and sponsored by Creamette and Pick’n Save. Look for your invitation in your June issue of *Wild Things* newsletter.





## Grand Cayman Blue Iguana

Arrived: May 12, 2005  
Aquatic & Reptile Center

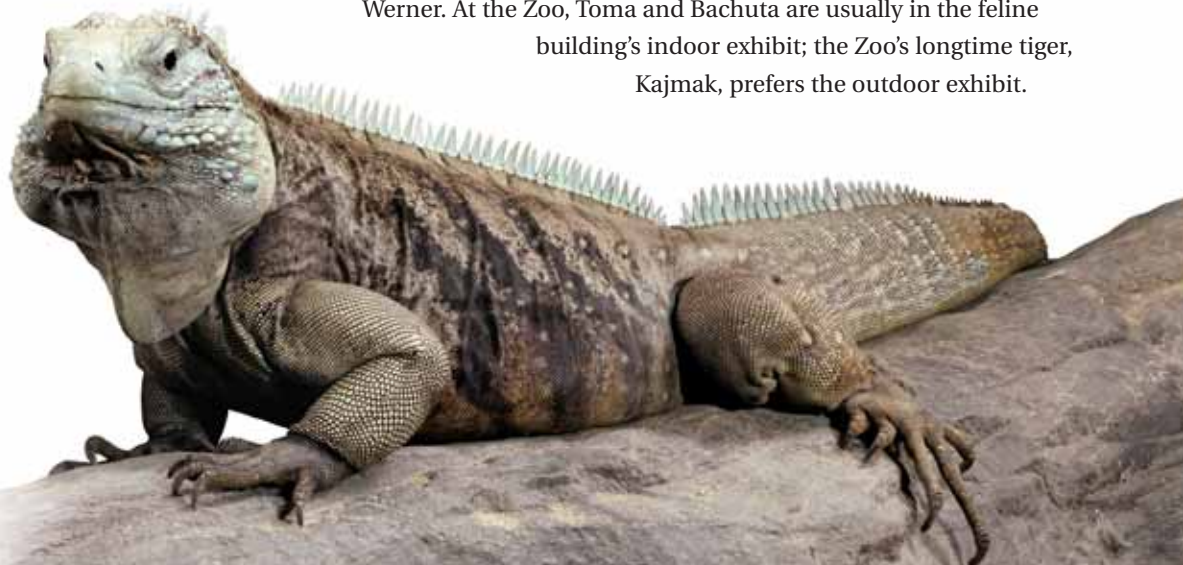
If you think that Digger, the Milwaukee County Zoo's new Grand Cayman blue iguana, looks like a small dinosaur, "you've been watching too many movies in which iguanas were used as stands-ins for dinosaurs," says Craig Berg, aquarium and reptile curator. Although this scaly, spiny, long-tailed creature may look like movie dinosaurs, it bears little resemblance to the robotic reptiles you'll see this summer in the touring exhibit called Expedition: Dinosaur, sponsored by Chase. True, iguanas are reptiles and have scales like dinos, but the iguana evolutionary line split from dinosaurs about 299 million years ago, says Berg. Blue iguanas are noted for their brilliant color, but don't be surprised if Digger isn't blue when you visit him. His color ranges from gray to turquoise, depending on body temperature and mood. "He turns blue when he's feeding or excited," says Craig Pelke, area supervisor of the Aquatic & Reptile Center. Digger often looks docile, but this lizard is alert, territorial and, sometimes, very energetic. He's quick to chase live crickets that zookeepers release into his exhibit! Found on Grand Cayman Island in the wild, blue iguanas are one of the most endangered species of lizard in the world. Our Zoo is one of only eight zoos in the United States that currently hold this species. In 1995 the Zoological Society funded construction of the iguana-management facility on Grand Cayman, and in 2000 the Milwaukee County Zoo received an International Conservation Award for contributions to iguana conservation.



## Amur Tigers

Arrived: September 29, 2005  
Florence Mila Borchert Big Cat Country

Toma and Bachuta, the Milwaukee County Zoo's new Amur tigers, may look alike as they lounge in their exhibit. But observe these 4-year-old feline brothers for half an hour and you will get a fascinating lesson in animal personalities. The tiger who delights visitors by going up to the glass is generally Bachuta. This big cat is outgoing and has adjusted well to his new exhibit. Bachuta is also the dominant "alpha cat." Toma is a little relieved when Bachuta lets him go during play-fighting, says feline zookeeper Valerie Werner. Toma, who is the less social of the two, usually hangs back by the wall and growls at keepers. Both tigers have a regal demeanor, but don't be fooled: They are still young and energetic. Both like to stretch out in the plant beds and pull up flowers in their exhibit. Once, they yanked a tree out of a planter! Why? "For fun; they're young cats," explains Werner. In the wild, Amur tigers (also called Siberian tigers) are found in the forests of China, Korea and Russia. They are the largest felines in the world, reaching 600 pounds as adults (Bachuta is 454 pounds; Toma is 485). How can you tell the two young tigers apart? Toma, the shorter and heavier of the two, has a distinct semi-circle of dots below his left eye, says Werner. At the Zoo, Toma and Bachuta are usually in the feline building's indoor exhibit; the Zoo's longtime tiger, Kajmak, prefers the outdoor exhibit.



# Kids ALive

## HERE THEY COME!

Watch out! Dinosaurs are back at the Milwaukee County Zoo this May. When they prowled the Earth, some dinosaurs could run as fast as 55 mph. Our dinos won't run. But they may turn and stare at you or spit or growl. See page 8 for a story about Expedition: Dinosaur, sponsored by Chase. Meanwhile, see if you can "ace" this quiz:

1. The word "dinosaur" comes from two Greek words: "deinos" and "sauros." What do they mean?
2. True or false: All dinosaurs were big meat eaters (carnivores).
3. True or false: The largest complete dinosaur skeleton is as long as two school buses.
4. True or false: There are about 700 types, or species, of known dinosaurs.



Amargasaurus

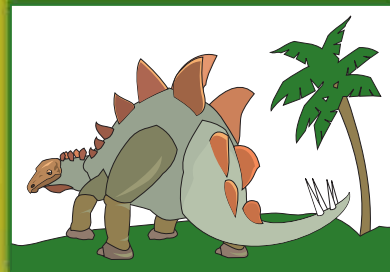
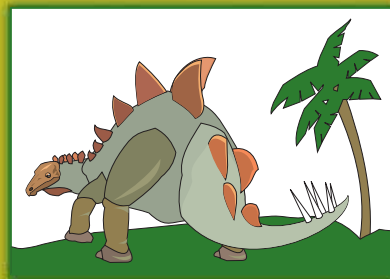
## 'Saur-y' JOKE

What is as big as a dinosaur but weighs nothing?

## What's Different?

The bottom drawing at right of the *Stegosaurus* (STEG-uh-SORE-us) looks like the top, but there are FIVE differences. Can you find them?

*Stegosaurus* means "plated lizard." It has two rows of plates along its back. It was a plant eater that used its spiked tail for defense.



Answer to Joke:  
(hold page up to mirror):  
wobars ztl

Answers to Dino Quiz:  
there are at least 900 more to find.  
buses); 4) True, and scientists think  
feet long (the size of two large school  
3) True: *Brachiosaurus* was about 75  
some were nearly as small as a chicken;  
were plant eaters (herbivores) and  
1) Terrible lizard; 2) False: Many dinos



# Dinos

# Find the Eggs

Dinosaurs hatched from eggs just as birds do today. Some dinosaurs ate eggs like some reptiles do today.

Help the *Parasaurolophus* find its way through the maze to the eggs.



# Triceratops Code

This dinosaur had a horn above each eye and another above its nose. *Triceratops* had a parrot beak and ate plants, which means it was a herbivore. Its body was covered with thick, tough skin. It was as big as an elephant and traveled in herds much like elephants do today.

Use the code below to fill in the letters on the lines at bottom and solve the message.

- |       |        |        |        |        |
|-------|--------|--------|--------|--------|
| 1 = A | 6 = F  | 11 = K | 16 = P | 21 = U |
| 2 = B | 7 = G  | 12 = L | 17 = Q | 22 = V |
| 3 = C | 8 = H  | 13 = M | 18 = R | 23 = W |
| 4 = D | 9 = I  | 14 = N | 19 = S | 24 = X |
| 5 = E | 10 = J | 15 = O | 20 = T | 25 = Y |

20 18 9 3 5 18 1 20 15 16 19

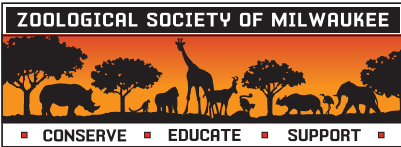
13 5 1 14 19 20 8 18 5 5

8 15 18 14 5 4 6 1 3 5

# aur Fun

Answers to Triceratops Code: three-horned face means Triceratops

Alive



10005 W. Blue Mound Rd., Milwaukee, WI 53226

<http://www.zoosociety.org>

The Zoo Pass offers your family fun, adventure and value for as little as **\$4.50 per month.**

**Two zoo visits** usually pay for the cost of a Zoo Pass.\*

**Members** can visit the Zoo for an hour or the entire day.

**Tell your friends** and relatives how much you enjoy your Zoo Pass.

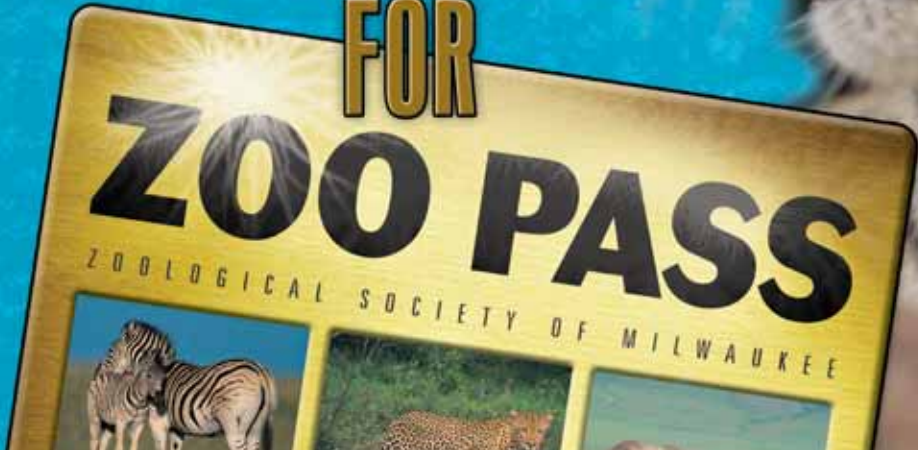
\*Based on the basic family Zoo Pass.

**SHOUT OUT**

**FOR**

**ZOO PASS**

ZOOLOGICAL SOCIETY OF MILWAUKEE



**THE VALUE  
IS REALLY SOMETHING  
TO SHOUT ABOUT.**

