



Alive

Inside

- Baby Orangutan Charms All
- Flamingo Fans Think Pink
- Expert Animal Photographer
- 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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This will be quite a year in Milwaukee for Zoo news. The Zoological Society and Zoo are completing the final New Zoo II Capital Campaign project - the new U.S. Bank Gathering Place entrance - and opening a new flamingo exhibit this spring. These projects (pages 6 and 7) are just in time for two key events. This summer the Milwaukee County Zoo is slated for its five-year accreditation inspection by the Association of Zoos and Aquariums (AZA). Then in mid-September our Zoo and Zoological Society host the annual AZA convention, which will draw nearly 2,000 zoo and aquarium personnel as well as conservationists from around the world to Milwaukee.



The Zoological Society of Milwaukee (ZSM) has been involved for decades in helping the Zoo meet the criteria for accreditation. This means the Zoo is officially recognized as achieving, and in many cases exceeding, the high standards of AZA experts. "That is crucially important to a zoo's credibility," says ZSM Board President Karen Peck Katz. To emphasize how much we both value AZA membership and accreditation, both Karen and I are pictured with this column (above).

According to AZA's Web site, its accreditation commission evaluates every zoo within AZA to ensure it "meets AZA's standards for animal management and care, including living environments, social groupings, health, and nutrition. We also make sure that animals are provided with enrichment, which stimulates each animal's natural behavior and provides variety in their daily routine." In addition, AZA "evaluates the veterinary program, involvement in conservation and research, education programs, safety policies and procedures, security, physical facilities, guest services, and the quality of the institution's staff. And because a zoo or aquarium needs a strong foundation in order to continue to meet high standards, accreditation also evaluates each institution's finances, its governing authority, and its support organization."

The ZSM helps in key ways (all spelled out in our Annual Report, page 14): 1) We conduct conservation education programs at the Zoo (and others off grounds). 2) We run the required volunteer program, called Zoo Pride, an auxiliary to ZSM. 3) We support conservation projects in the field run by Zoo staff, ZSM staff and others; this satisfies AZA requirements that member zoos support conservation or efforts for animals in the wild. 4) We support the veterinary program. 5) We help build and maintain Zoo buildings. 6) We bring in sponsors for Zoo events and for touring exhibits such as this summer's Sting Ray & Shark Reef, sponsored by Sundance Vacations (page 9). 7) We give millions of dollars in cash and in-kind support to the Zoo (\$6.4 million the last fiscal year).

In co-hosting the Sept. 15-18 AZA convention in Milwaukee, the ZSM is responsible for acquiring sponsors, providing staff and volunteers, and raising money through a silent auction for the AZA's Conservation Endowment Fund. This fund helps support worldwide conservation of endangered species. Our teamwork with the Zoo in helping it achieve accreditation and in co-hosting the AZA convention is all part of the public-private partnership that our non-profit Zoological Society has with Milwaukee County. We hope this will be an example to the many other zoo and aquarium representatives coming to Milwaukee in fall. We have a Zoo to be proud of and a community that loves it.

Robert Davis

Dr. Bert Davis
 Chief Executive Officer



4 *An Eye for Animals*

View favorite animal portraits by Richard Brodzeller, who has photographed Milwaukee County Zoo animals for 35 years.

7 *A Splash of Pink*

Flamingos are back! Visit their new exhibit opening in May.

8 *Fish, Frogs & Massasaugas*

The Zoo's Aquatic & Reptile Center works behind the scenes on animal-conservation projects.

9 *Education: Sting Rays & Sharks as Teachers*

Kids touch live marine mammals to bring to life lessons in Zoological Society summer camps.

10 *Conservation Chronicles: A Blood Mystery*

A Zoo "detective" helps solve a mystery involving endangered whooping cranes at the International Crane Foundation.

11 *What's Gnu*

A baby orangutan and Genghis, the new red panda

Kids Alive 12-13

Flamingo-themed recipes and activities

ANNUAL REPORT 14-23

Contributors See an insert packaged with this *Alive* that includes a list of Serengeti Circle members and profiles of Platypus Society donors.

Preserving a Community Jewel

"I've always had an interest in the Zoo," says Maria Gonzalez Knavel. A corporate health law partner at the law firm of Foley & Lardner, Knavel often brought her two children, now 18 and 25, to the Milwaukee County Zoo. So when she was invited to join the Zoological Society of Milwaukee's (ZSM's) Board of Directors in 2005, "it was a good fit," she says. "I believe the Zoo is one of the true jewels of the community."

Knavel's work on the Board reflects her interest in nature and conservation. She chairs the Board's research and conservation committee because she is dedicated to the ZSM's Bonobo and Congo Biodiversity Initiative (BCBI) and the Zoo's bonobo programs. BCBI includes a suite of bonobo-conservation projects and a research station in the Democratic Republic of Congo, the only place in the world where these rare and endangered great apes are found. The Zoo's group of 21 bonobos is the world's largest in a zoo environment.



Knavel also joined the steering committee for the Platypus Society, the ZSM's highest-level, donor-member recognition group. "I think the Platypus

Society brings together individuals who have a common interest in assuring the Zoo continues to thrive and serve as a valuable asset to the community," she says. As secretary of the Board's executive committee, Knavel also is involved in fund-raising. Says Knavel: "It's important for Board members to encourage donors to support programs and to ensure that funds are properly managed." Serving

on the Board also gives Knavel a chance to socialize with like-minded people. "Being a Board member takes time and effort, but it's very enjoyable because I've met wonderful people and made some truly close friends."

By Julia Kolker

AN EYE FOR ANIMALS



Zookeepers successfully hatched three blue-crowned motmot chicks in May 2006. This adult bird appeared in *Alive's* What's Gnu section October 2006.



Themba the lion came to the Zoo for the opening of the Florence Mila Borchert Big Cat Country building in 2005, appearing on the *Alive* cover that fall.

King penguins marched across the January 2001 *Alive* cover. They're one of three penguin species at the Zoo.

People always remember his *Alive* magazine photos: two orphaned otters with button noses and playful expressions; Brittany the elephant, ears flapping and trunk waving; Themba the lion stretching out his long, textured tongue; Tommy the orangutan with his soulful eyes and humanlike lips.

Richard "Rick" Brodzeller, a free-lance photographer from Mequon, has been taking photos at the Milwaukee County Zoo for 35 years. You'll see his name in all the Zoological Society of Milwaukee (ZSM) publications and on our Web site and among our Platypus Society donors. He's been shooting ZSM photos for two decades, with about 15,281 images in our database. Before that as a staff photographer for The Milwaukee Journal and Milwaukee Sentinel (now combined), he often photographed Zoo animals. His striking pictures soon will be hanging in a new indoor entryway to the Zoo: the U.S. Bank Gathering Place, which opens May 10 (see page 6).

Meanwhile, you can enjoy some of his favorite photos and photography advice (see tips box) on these pages. "He's so expert and capable that he always made every photo shoot seem easy," says the ZSM's Patty Harrigan Mills, a past *Alive* editor who worked with Brodzeller for years. The Milwaukee Ballet has used his photos since 1981 and puts up a display of his best work at each of their productions in the Marcus Center.

The stories behind his pictures show how things don't always go as he plans. Take the orphaned otters: In 1998 the ZSM sends

Rick (most everyone calls him Rick) to Sullivan, Wis., to photograph these cute critters that have been rescued and raised by wildlife rehabilitator Heidi Radix. They'll soon come to the Zoo's Small Mammals Building. On his first visit, Rick slips on the wet floor of their enclosure. He falls, and his pants split open. Both otters race up his pant leg. So much for that picture. He doesn't give up. For the second photo he arrives at 6 a.m., sets up extensive lighting, a muslin backdrop, a log for the otters to pose on... Did we say pose? Heidi and her husband, Doug Radix, keep picking up the frisky animals and putting them on the log. They jump off. Over and over. By 11 a.m. they're all exhausted. The humans go to lunch for a fish fry and bring back fish as enticement for the otters. Rick sets up camera and lights for just the right exposure. The otters are placed on the log, someone waves the fish in the air and, for one shining moment, the otters stop still side by side. Is that fish? "I pulled the trigger on the camera, and it was the one and only shot that I got," recalls Rick. "That was before digital; I didn't know if I

really had the photo or not." He had to wait till he returned to Mequon and processed the temperamental Ektachrome film. "That's probably one of the pictures I'm most proud of because it took so much work, and it worked out so well."

So, you might ask, has Rick ever been bitten by an animal he photographed, like, say, a lion? Yup. It was not a Zoo lion, mind you. And Rick says it was really more of a scratch than a bite, just barely breaking the skin.

The Milwaukee Journal had sent him to Racine to photograph a family that had raised a lion cub. "I went down to capture what it was like having a full-grown lion in the house with you watching TV. Their coffee table was a big aquarium full of venomous snakes. They had all kinds of animals." On Rick's fourth visit, the mom sent him out back in the enclosed, wooded yard to find her son. "It had lots of trees that you couldn't see around," says Rick. "I was walking around looking for this guy, and the lion found me first. I see this full-grown lion with its butt in the air ready to pounce. It wasn't snarling. It was just looking at me. I stood there thinking, 'That's it.' She jumped on top of me, knocked me down. My cameras went flying. She put her big mouth around my leg. She didn't bite down. I got a couple of little scratches. The son heard the commotion and called her off, and she went right off."

Rick laughs, nervously, when he remembers the lion story. But he guffaws when he tells the swan story. That was a picture he was taking for the Zoo's marketing staff. They wanted an elegant photo to show the beauty of Lake Evinrude. What better symbol

The green-crested basilisk lizard looks a bit like a small dinosaur. He appeared on the April 2001 *Alive* cover.



Oscar and Buddy, North American river otters, arrived at the Zoo in 1998 and were on the January 1999 *Alive* cover.



Two cheetah brothers were all eyes in this photo that appeared in the July 2001 *Alive*.



Snow Lilly the polar bear arrived at the Zoo in February 2005 and appeared on the January 2006 *Alive* cover.



Brittany the African elephant arrived at the Zoo in June 2001 and starred on the cover of the October 2001 *Alive*.



Tommy the orangutan had a soulful expression on the January 2002 *Alive* cover.

of elegance than the two white trumpeter swans, swimming in the foreground? Trouble was, he had a camera with 4-by-5-inch film, and

it needed to be on a tripod set in one spot. So how do you get the swans to come into the scene without moving the camera? He asked Mark Cartland, a Zoological Society staffer, to wiggle some bread overhead to lure the swans. He wiggled, the swans started over, backed away, came again, backed away. This went on for an hour. They were almost into the camera's frame when the swans – birds that don't take kindly to strangers – got tired of being teased with the bread. They wanted it. "They chased this tall, lanky young guy up the bank of Lake Evinrude, and they both bit him in the butt," says Rick. "I was laughing too hard to take a picture. Mark swore at *me*, not the swans, but he was laughing as much as I was."

Haven't guessed Rick's most important tip for getting the best animal photo? "It comes down to being lucky or just being really, really patient."

By Paula Brookmire



Sabu the snow leopard and one of her many cubs appeared on the October 1998 *Alive* cover.



Photo by Jay Westhauser

RICHARD BRODZELLER PROVIDES THESE PHOTOGRAPHY TIPS FOR TAKING ANIMAL PICTURES AT THE ZOO:

- TIP 1:** Plan your trip and anticipate the quality of light. Be flexible. Be patient. Always have a plan B. Come back often.
- TIP 2:** Come early. The light's good and many animals are more active in the morning. Midday light is not attractive. In summer, Zoo events held between 6:30 and 8:30 p.m. can provide some backlit or side-lit scenes that add dimension and warmth to photos.
- TIP 3:** Best places to get animals in the background and people in foreground: the bigger animal exhibits such as elephants, giraffes, camels, elk. Stay at the same level as the animal – don't shoot down. Wait for the animal to walk back up a hill or rock.
- TIP 4:** Shooting through glass: If you're using a flash, shoot at an angle to the glass to avoid reflection of your light in the photo.
- TIP 5:** The best shots are usually closeups. Use a telephoto lens, but be picky about the type of lens. For more details, go to www.zoosociety.org/animalphototips.

NEW ZOO ENTRYWAY



Make a special trip to the Zoo just to see the grand new entrance, opening May 10. It's called the U.S. Bank Gathering Place. Hanging in the atrium will be photos of Zoo animals taken by Richard Brodzeller. While you're there, try the new restaurant. To plan your day, check the new electronic information screens, donated by U.S. Cellular, to see what's new at the Zoo. And stop at the visitor-services area and new gift shop.

A · SPLASH · OF · PINK

The Milwaukee County Zoo's latest arrivals are tall, lithe, and decked out in head-to-toe pink. A band of supermodels? Even better: a flock of about a dozen Caribbean flamingos. These colorful, extravagantly beautiful birds are making a comeback this spring thanks to the Zoo's new flamingo exhibit. Located between the Animal Health Center and the Herb & Nada Mahler Family Aviary, the flamingo pond and yard open May 24. A flamingo building, set back from the pond, is not open to the public.

The leggy, fuchsia birds are sure to be popular with zoogoers, but developing a breeding flock is the real reason for having the birds here, says Deputy Zoo Director Bruce Beehler. "We will be joining a number of other institutions that are breeding Caribbean flamingos so that zoo populations of this species can become self-sustaining." Caribbean flamingos

are found as far north as Florida and as far south as the Galapagos Islands. Of the world's six flamingo species, only the Andean is endangered. The Caribbean and greater flamingo are common, but the lesser, puna, and Chilean flamingo species are vulnerable to habitat threats.

While the Zoo has had flamingos in the past, the previous exhibit did not allow the birds to go out in early spring, late fall or winter. By the time they could venture out, it was too late in the year to allow them to breed and raise chicks. Although they're tropical birds, flamingos are "remarkably cold tolerant and can even walk around in the snow," says Beehler. "But they need to be able to come inside whenever they wish to warm up." The new building protects birds from the cold, but allows them to go out early enough in the spring to breed successfully. The building's temperature will be controlled in winter, with special fans over the

doors. "These fans form a curtain of air at the doorways, which allows the birds to go in and out as they wish during the winter while retaining the heat in the building," says Beehler.



This view of the unfinished flamingo building was taken last fall.

Once they adjust to cooler Wisconsin temperatures, the Zoo's young birds (hatched and reared at the San Antonio Zoo in Texas) will enjoy the outdoors nearly year-round. They can even go out at night thanks to an outdoor porch that's enclosed with predator-proof mesh. Their large yard is surrounded by a scenic pond and features a moist, clay-covered area to encourage nesting. Flamingos lay their eggs on top of cylindrical structures that they build from clay. Zookeepers have already installed several artificial nests to help get flamingos going.

The flamingo building is designed to keep the birds comfortable in the off-season. The birds will enjoy fresh air circulated by air vents and filters, indoor wading pools and resilient flooring that's easy on their feet. A spacious kitchen area for preparing the flamingos' food and extra space for housing other birds, such as penguins, will make it easier for keepers to care for their charges. "The building looks very simple, but it's very functional," says Beehler.

For zoogoers, the exhibit features close-up views and new, colorful graphics full of fun facts about the birds. (For example: The flamingos' shocking pink color comes from carotenes, vitamins found in the birds' diets.) Eventually an observation deck will be built overlooking the pond to give Zoo guests a closer view. Flamingos are more likely to breed in large flocks; so the Zoo will bring in more birds. The plan is to have 40 flamingos by 2010. So zookeepers hope that visitors will be seeing pink for years to come.

By Julia Kolker



Starhead topminnows



Craig Berg, aquarium and reptile curator ▼



The mangrove killifish has both male and female reproductive organs.



of the young snakes were fitted with radio transmitters and released back into their habitats. About half of the snakes released in 2000 found mates, food and homes. “This is the first-ever study that showed that snakes bred in captivity can survive in the wild,” says Berg. “We now want to try breeding this species at the Zoo.” One male and one female massasauga are on exhibit, and this spring Berg plans to add more to the Zoo’s collection. (Males need to “spar” with each other, he says, for females to be willing to breed.)

In fact, the behind-the-scenes areas of the ARC are home to all sorts of breeding projects. Consider the Grenada frogs. These amphibians, native to the Caribbean, are extremely endangered and threatened by habitat loss. ARC keepers

have tried to breed these frogs at the Zoo but their eggs often die before hatching. Berg attributes this loss to subtle temperature differences between the frogs’ native habitat and the Zoo’s enclosures. On his last trip to the island of Grenada, Berg fitted a wild-caught frog with transmitters to keep track of nesting-site temperatures. His findings will help set a proper temperature at the Zoo.

Other back-stage breeding projects include:

- An extinct-in-the-wild fish species from Africa’s troubled Lake Victoria.
- A hermaphrodite fish called the mangrove killifish, which has both male and female reproductive organs. This fish, common across the Caribbean, is the “only true self-fertilizing hermaphrodite vertebrate species,” says Berg.
- Shiner perch, fish found in the northwestern Pacific Ocean. The Zoo’s seven baby perch can be seen in the ARC.

As for those topminnows, the Zoo’s group of 11 has produced a number of eggs since they arrived in July 2007, and Berg expects the group to grow to 30 by this summer. The fish and their offspring will go on exhibit this summer in Milwaukee’s Urban Ecology Centers (in Riverside and Washington parks). Several other zoos and aquariums, including the National Mississippi River Museum and Aquarium, have requested some of the Zoo’s topminnows for their conservation projects. Berg hopes that minnow-breeding techniques learned at our Zoo will aid other institutions. Behind-the-scenes conservation helps animals and researchers on the front lines.

By Julia Kolker

Minnnows get no respect. “Nobody pays much attention to them until they’re gone,” says Craig Berg, curator of the Milwaukee County Zoo’s Aquatic & Reptile Center (ARC). That’s unfortunate because starhead topminnows – small, iridescent fish endangered in Wisconsin – play a vital role in the ecosystem. For example, they eat mosquito larva, which cuts down on these pest insects. Habitat loss and pollution have caused the state’s minnow numbers to plummet. So Berg and his colleagues are working to restore the topminnow population by breeding these fish behind the scenes in the ARC.

Minnnows are not the only animal that gets special attention behind the “zookeeper only” doors. In fact, back-stage areas of the ARC are home to many conservation studies and animals seldom seen by zoogoers. Some projects involve less-exotic species, such as minnows, that are not on exhibit at the Zoo. This species is “in decline in Wisconsin and throughout its range, but nobody is working with it in the zoological world,” says Berg.

One Wisconsin reptile that’s getting much-needed help behind the scenes is the massasauga rattlesnake. Massasaugas, once found throughout the Midwest, are crucial to keeping the ecosystem balanced. Rattlesnake venom is used in medications to help diabetes, prevent strokes, thin blood and lower high blood pressure. Yet hunting and habitat loss have made rattlesnakes endangered in the state. In 1996 and 1997, the U.S. Fish and Wildlife Service and the Wisconsin Department of Natural Resources (DNR) captured adult female massasaugas in the wild so they could give birth in captivity. In a 2000 study partly funded by the Zoological Society of Milwaukee, some

FISH, FROGS & MASSASAUGAS



Southern sting ray



The teacher flaps her arms up and down to imitate a sting ray swimming. The kids don't truly understand how it moves, however, until they see a ray up close in water. And what better way to learn about a shark's skin than to touch a live shark? That's why it's great to have a special summer exhibit at the Zoo featuring live animals. Children in Zoological Society summer camps can learn about the animals in class, and then visit the exhibit to touch live rays and sharks.

When Sting Ray and Shark Reef was at the Milwaukee County Zoo last summer, the Zoological Society offered five camps related to ocean animals. All visited the exhibit. There were two pools inside the Otto Borchert Family Special Exhibits Building. One featured cownose and southern sting rays and one featured leopard sharks and nurse sharks.

In the Sharks and Rays camp, 6- and 7-year-olds learned that out of the 375 kinds of sharks, only four are known to attack people (see below). None of those was in the shark pool they visited. Still, the children were a bit nervous sticking their hands into the pool. But the sharks were more skittish. When children did touch a shark, they were surprised at how leathery the skin was.

Zoological Society instructor MaryLynn Conter Strack, who taught the Sharks & Rays camp last year, thinks that Sting Ray & Shark Reef, which is back at the Zoo this summer, offers a special opportunity. "Normally you can't go [to a Zoo exhibit] and put your hands in the water. In this exhibit you can. It's the direct observation and hands-on experience that really make summer camps worthwhile." For example, many ocean animals have counter shading, says Conter Strack. Children readily understand this concept when they see sting rays swimming. "Sting rays have a dark back and light belly for camouflage. On the ocean bottom, the dark back helps them blend into the ocean floor. If the ray is swimming, and a predator looks up at it toward the sunny surface of the water, the lighter color on the ray's underside helps make it less visible." Instructor Julie Pickard, who taught Marine Marvels camp, adds that children realize that sharks and rays are fish when they can see the gills up close. "These are animals they don't normally get to see and touch in Wisconsin, and it's a new and exciting experience."



Sting rays feel slimy and soft, these campers learn as they reach in to touch a large ray. Attending the Zoological Society's Sharks & Rays summer camp on July 3, 2007, were (from left) Xaviera Byers of Milwaukee; Elizabeth O'Leary, 6, of Mequon; Christopher Hauser, 6, of Milwaukee; Jason Ruka, 7, of Germantown; and Holly Craven, 7, of Pewaukee.

Are you ready to test your knowledge of sting rays and sharks? Here are some facts children have learned in summer camps.

- 1) What's the smallest shark?
- 2) What's the largest shark?
- 3) Are shark and sting ray skeletons made of bone?
- 4) True or false: Most rays use their long tail to help them swim.
- 5) What 2-foot-long shark bites huge whales by creating suction with its lips, chomping down and then swiveling?
- 6) What four sharks occasionally do attack people?

STING RAY & SHARK REEF

Sponsored by Sundance Vacations

Touch and feed sting rays and sharks in this popular exhibit. It opens May 24 and runs daily through Sept. 7 and then on weekends in September. Entrance to the exhibit is \$2 after regular Zoo admission. Zoological Society members get free admission to this exhibit during Nights in June, June 18, 19 and 20. An 11,000-gallon pool features a group of southern and cownose sting rays (all barbless). A 6,000-gallon pool features three types of sharks: leopard, nurse and bamboo sharks. For information on Zoological Society summer camps, for ages 2-14, go to www.zoosociety.org/summercamps.

Nurse shark



ANSWERS: 1) Dwarf dogshark, 6.5 inches long; 2) Whale shark, more than 40 feet long; 3) No, cartilage; 4) False. Their tail has a stinger and is used for protection; 5) The cookie-cutter shark. 6) The tiger shark, bull shark, great white shark, and oceanic white-tip shark.



Photo by Dan Maurer



Photo by Joan Maurer



Photo by Richard Brodzeller

A human dressed in white with a crane puppet head on one arm tends to juvenile whooping cranes.

Joan Maurer examines animal blood at the Zoo.

Joan Maurer wanted to solve a mystery. So she proposed a project: a pilot study on pre-pubescent birds learning from puppets to pilot the planet. Surely you've seen the pictures of these young whooping cranes following an ultralight aircraft to learn how to migrate. The problem: How can conservationists be sure these highly endangered birds are healthy enough for their first migration? The mystery involves a blood-clotting test. Ah, the plot thickens.

Not to be flippant, but this tale about a Zoological Society-funded study of problems in analyzing bird blood has all the elements of a mystery story. *The setting:* the International Crane Foundation (ICF) in Baraboo, Wis. *The detectives:* Joan Maurer, a veterinary technician at the Milwaukee County Zoo with a master's degree in biology, along with ICF veterinarian Dr. Barry Hartup and veterinary technician Cristin Kelley. *The time period:* Nine days in September 2007. *The mission:* Find out why ICF's blood-analysis results were not matching those of other crane-breeding institutions.

Why is this important? "There are only 500 whooping cranes left on the planet," says Maurer, who has a particular fondness for birds. In 1941, these cranes were nearly extinct. Organizations such as the ICF and the Zoo, and other members of the Whooping Crane Eastern Partnership, are helping to reintroduce a new flock of migratory cranes to the wild. To avoid extinction, the cranes need to breed and migrate more than 1,200 miles twice a year. ICF helps the cranes learn how to fly – using puppet "parents" and ultralight aircraft. How do you tell if the young cranes are healthy enough to migrate? Aha! Test their blood. If your blood tests are flawed, however... ah, there's the rub.

So Maurer goes undercover – literally. She, Dr. Hartup and others wear white, crane-like outfits and walk to a field laboratory (it's truly in a field). Experienced handlers capture the cranes,

gently cover the cranes' heads so they're calm and can't see the workers, and collect blood samples.

Here's the scientific part: When blood is drawn – animal or human – it's put it into blood tubes containing an anticoagulant that keeps the sample from clotting. Without the anticoagulant, the blood eventually would clot and separate into serum and blood cell components. You couldn't test this clotted blood for, say, the number of white cells it contains. White cell counts help vets tell if an animal is ill. Maurer's hypothesis: ICF needed better blood-handling techniques or a different anti-clotting agent, or both. She tested two anticoagulants: heparin and EDTA. ICF had been using EDTA, "which is

considered the anticoagulant of choice in most bird species," she says. She examined blood cells under the microscope to determine which anticoagulant preserved specimens the best. The answer: Heparin was better than EDTA in the juvenile cranes. So it looked like ICF should switch to heparin.

But that wasn't the only factor in this mystery. "When we collected blood samples in the field and immediately made blood smears, the humidity damaged the smears," says Maurer. "So we had only 10 high-quality samples for our comparison from a total of 27 birds." Concluded Dr. Hartup: "We think staff should use more controlled conditions for this type of testing." Because the results were based on only 10 birds, Maurer wants to return to ICF and "replicate what we found with at least another 10 juvenile whooping cranes. The goal of the whole study is to standardize the blood-handling technique for cranes worldwide," she says. Adds Dr. Hartup: "We hope to publish the study in a peer-reviewed journal."

Although Maurer says that her part in helping save the cranes "is just a drop in the bucket," her research shows how a minimal investment can bring significant results. The Zoological Society paid about \$900 for her expenses, and the Zoo paid her salary as part of its professional development program. "The Zoo has a partnership with ICF to take cranes that can't be released," she says. The Zoo has one ICF whooping crane on exhibit. The Zoo also helps support field-conservation projects for endangered animals. For Maurer personally, the project was a challenge and a chance to support the crane foundation. "I love ICF. I'm impressed with their staff. And they have a successful program."

On Jan. 28, after a 97-day flight, 16 juvenile cranes – some of the same birds Maurer tested – completed their first migration to Florida from Wisconsin. They join 60 whooping cranes that have been reintroduced to the wild in eastern North America. Together with one wild flock of 236 whooping cranes, 149 captive birds, and 43 non-migratory wild cranes, they are helping their species come back from near extinction.

By Paula Brookmire

Red Panda

Arrived: November 26, 2007

Birch Creek Trail, south of Florence Mila Borchert Big Cat Country

What's Gnu?



Genghis, the Milwaukee County Zoo's new red panda, can go into his heated den any time he wants. Yet he's usually cozily curled up on a branch in his outdoor yard even on the coldest days of a Wisconsin winter. In fact, our winters may seem mild to these furry animals that live at altitudes of up to 15,700 feet in the western Chinese provinces of Sichuan and Yunnan. Genghis has thick fur, with hair on the soles of his feet and in between his toes. Although they look like raccoons and eat bamboo like giant pandas, red pandas are not part of the raccoon or giant panda families; they're in a family all their own: the *Ailuridae*. Red pandas can survive on the low nutritional value of bamboo because their metabolic rate is very slow, similar to a sloth's, says zookeeper Robert Collazo, who helps care for Genghis. Red pandas and sloths spend most of their time digesting food and aren't left with much energy for anything else. Genghis, age 10, is larger, darker and longer than the Zoo's previous red pandas. That may be an individual difference or it could be

because the others were the sub-species *Ailurus fulgens fulgens* while he is the sub-species *Ailurus fulgens styani*. Poaching for their fur and destruction of their bamboo forest homes for cow pasture has made red pandas an endangered species. How many are left in the wild is unknown. So visit Genghis at the Zoo, where you don't have to climb 15,000 feet.

Baby Orangutan

Arrived: Feb. 7, 2008

Primates of the World

This is a story of an orphan. It began when Mahal the orangutan was born at the Cheyenne Mountain Zoo in Colorado on April 4, 2007. Orangutans are highly endangered in the wild. An orangutan birth is always good news. Then things went downhill. Mahal's inexperienced mother failed to care for him. Mahal, born with a foot deformity, went through therapy and wore braces. Things were

looking up when he was matched with Sandra, a surrogate orangutan mom. A few weeks later, Sandra died. Mahal was alone again. Although he needed and received 24-hour care from zookeepers, he also needed to socialize with his own kind. The best candidate was MJ, the Milwaukee County Zoo's 27-year-old female orangutan, who had once served as a surrogate mom at the Toledo Zoo. So Mahal was sent to Milwaukee on a private jet, courtesy of Mary and Terry Kohler of Sheboygan, longtime supporters of conservation programs. His first day here, the spunky, red-haired ape became a star. Zoogoers oohed; the media aahed. MJ watched from an adjacent exhibit. "She's looking at him, following him with her eyes," said primate area supervisor Trish Khan (shown above). "MJ wants him pretty badly." A few days later, Mahal and MJ were placed in the same exhibit. "MJ is very interested in Mahal, but he hasn't let her pick him up. She can groom him and sit next to him during feeding," reported zookeeper Dawn Kruger in February. "She's keeping an eye on him, and he's keeping an eye on her." Keepers said MJ and Mahal were getting along well. "She's the best chance he has," said Khan. Zookeepers hope that Mahal will pass on a genetic legacy when he's older. Since the mid-1990s, habitat destruction, fires, palm oil plantations and illegal hunting have drastically cut orangutan numbers in their native South Pacific islands of Borneo and Sumatra.



Kids Alive

Flamingo FUN

People have fun putting plastic pink flamingos on their lawns. Now, you can see **real** flamingos at the Milwaukee County Zoo. The Zoo welcomes a new flock of Caribbean flamingos this spring. See the story on page 7. Flamingos are tropical birds that live in lagoons from Florida to the Galapagos Islands in South America. They get their pink color from eating tiny animals that have red coloring. Try the activities and recipes on these pages to find out more about these bright-colored birds.

Find the Bird Words

In the box below, find and circle these 10 words: **PINK, TROPICAL, LAGOON, FLAMINGO**, plus the six kinds of flamingos: **LESSER, GREATER, CARIBBEAN, CHILEAN, ANDEAN, PUNA**.

L	P	E	R	T	F	O	C	J	A
J	A	M	E	S	L	N	H	T	N
S	U	G	T	I	A	V	I	R	U
A	B	L	O	C	M	H	L	O	P
N	D	E	S	O	I	T	E	P	S
D	T	S	P	I	N	K	A	I	G
E	I	S	O	J	G	I	N	C	R
A	N	E	B	M	O	P	K	A	L
N	G	R	E	A	T	E	R	L	P
C	A	R	I	B	B	E	A	N	T

Words go down, up, across and diagonally.

Did You Know...

- Flamingos can grow to be 6 feet tall. That's taller than some adult humans.
- Flamingos weigh only 9 pounds at the most. That's as heavy as a big baby.
- Baby flamingos do not look like their parents. Chicks are gray and fluffy with a straight beak.
- Young flamingos have white or pale pink feathers. They don't grow bright pink feathers until age 3 or 4.



Flamingo Food

Are you hungry for a fun flamingo snack?
Try these “pink” recipes.

■ Pink Flamingo Lemonade

- 2 cups cranberry juice
- 2 cups lemon juice
- 2 cups sugar
- 9 cups water

Put all ingredients in pitcher. Using long-handled spoon, stir until sugar dissolves or disappears. Pour into glasses with ice. Makes 14 eight-ounce glasses.

■ Flamingo Smoothie

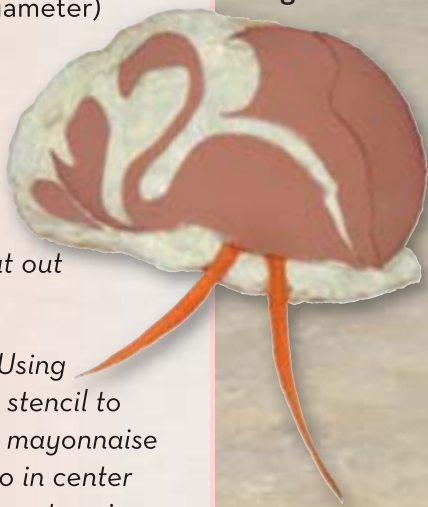
- 1 frozen banana
- ½ cup fresh or frozen strawberries
- ¾ cup pineapple juice or orange juice
- 1 cup whole milk or vanilla ice cream (optional)

With your parents' permission, blend fruits and juice in blender until smooth, 1 to 2 minutes. Add milk or ice cream, if you want. Makes about 3 cups (if adding milk).

■ Bologna Bird Sandwich

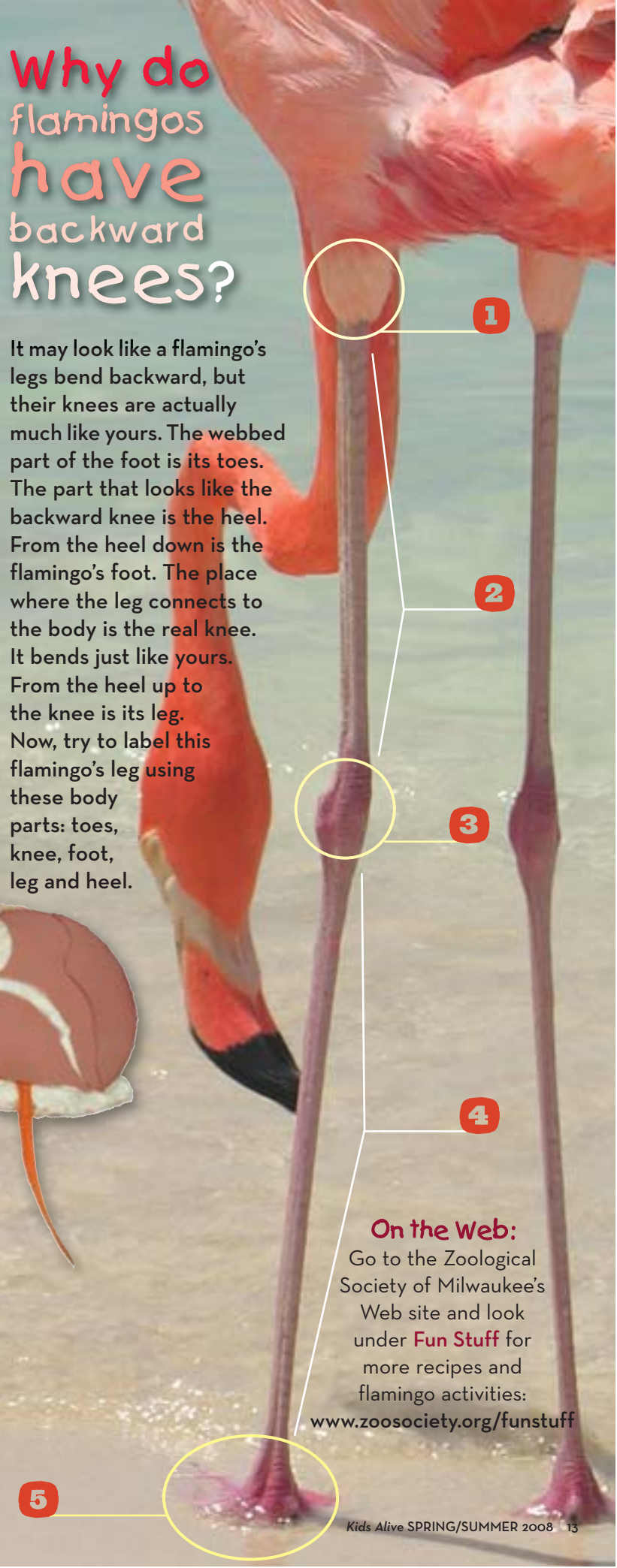
- 1 slice round bologna (about 4-inch diameter)
- 1 rounded slice white bread
- 1 tablespoon mayonnaise
- 1 carrot

1. With your parents' permission, print out the flamingo stencil at www.zoosociety.org/funstuff and cut out stencil with scissors.
2. Place stencil in center of bologna. Using a butter knife, carefully cut around stencil to create a bologna flamingo. Spread mayonnaise onto bread. Place bologna flamingo in center of bread on top of mayonnaise. Use extra pieces from the bologna slice to create plants or decorations on bread (see photo).
3. Have a parent cut carrot into a 3-inch-long stick and then cut into two ¼-inch-wide “legs.” Place carrot sticks under bread to create flamingo legs. Makes 1 open-face sandwich.



Why do flamingos have backward knees?

It may look like a flamingo's legs bend backward, but their knees are actually much like yours. The webbed part of the foot is its toes. The part that looks like the backward knee is the heel. From the heel down is the flamingo's foot. The place where the leg connects to the body is the real knee. It bends just like yours. From the heel up to the knee is its leg. Now, try to label this flamingo's leg using these body parts: toes, knee, foot, leg and heel.



On the Web:

Go to the Zoological Society of Milwaukee's Web site and look under **Fun Stuff** for more recipes and flamingo activities:
www.zoosociety.org/funstuff

ZOOLOGICAL SOCIETY OF MILWAUKEE 2006-2007 ANNUAL REPORT

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

From A to Zoo was the Zoological Society of Milwaukee (ZSM) theme for the 2006-'07 fiscal year. We focused on all the services we provide to the Milwaukee County Zoo, the community and the conservation world. From gathering Annual Appeal funds to build a new flamingo exhibit, to holding a Sept. 11 groundbreaking for the U.S. Bank Gathering Place entrance at the Zoo, to recruiting sponsors for the Zoomobile and other attractions, the ZSM worked overtime for the animals. Our Annual Appeal for the new flamingo exhibit, to open in May 2008, drew 1,794 donors, who gave us a total of \$187,553. We brought in \$200,000 from our 2,151 animal sponsors for direct support of the Zoo's animals. For the public-private capital campaign to improve the Zoo, run with Milwaukee County, the ZSM took in \$834,842 during the fiscal year, for a total of \$15,477,538 since the campaign started in 2001. Together with our regular Zoo support - almost \$5.6 million - we provided more than \$6.4 million to the Zoo. After a special request from the Zoo, the ZSM Board gave them \$95,000 in additional cash support, including \$50,000 in sponsorships.

The ZSM's \$7.9 million budget, detailed on page 23, included \$654,795 from our Platypus Society members. We acquired 12,600 new Zoo Pass members in the fiscal year and raised more than \$4 million in Zoo Pass memberships. Sponsors and grantors, including Serengeti Circle members, helped us provide numerous programs, events and classes. Our summer camp attendance was the highest ever, at 12,098 participants. Our 547 active Zoo Pride volunteers donated 40,046 hours to the Zoo and ZSM last year. We redesigned the ZSM Web site to provide better information on events, attractions, programs and conservation projects, and more sponsor recognition; the site averaged 52,575 visits a month.

Our conservation programs received more recognition as the ZSM and its partner, the Foundation for Wildlife Conservation, Inc. (FWC), published two books. First, our *Birds Without Borders-Aves Sin Fronteras*[®] project produced a major guide for people in Belize and other parts of Central America on how to help conserve birds. Then we came out with "Bonobos: Encounters in Empathy," a book written and donated by retired journalist Jo Sandin. She described both the Zoo's care and training program for these great apes and the ZSM's bonobo-conservation programs in Africa. The ZSM donated 500 bonobo books to the Zoo, at a value of \$11 ,000.

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 2006-2007'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 Without Borders - Aves Sin Fronteras**[®] (BWB-ASF), our international conservation-research-education project, published "The BWB-ASF

Recommendations for Landowners: How to Manage Your Land to Help Birds (Belize and Mesoamerica edition)" and began distributing 500 copies free to landowners; schools; conservation groups; tourism-related businesses; etc. The conservation group Partners in Flight praises the manual as a model for similar guides in other Mesoamerican countries. You could download for free both the manual and a summary brochure (Saving Birds Helps Us All) from the ZSM Web site as of January 2007; the manual received more than 2,850 views.



Vicki Piaskowski, international coordinator of *Birds Without Borders-Aves Sin Fronteras*[®], holds a Belize guide on how to manage land to help birds.

In exploration of the 6,009-acre Runaway Creek Nature Preserve (RCNP), owned by the FWC in partnership with the ZSM, our Belize staff 1) continued detailed reports of animals and artifacts in caves; 2) launched a spider-monkey research project jointly with the University of Calgary (Canada) and the Veracruz Field Station of the University of Mexico; 3) provided more field courses on tropical birds and bird-banding for scholars from both the University of Belize and U.S. universities; 4) planned a study of jaguars - a joint project with Omar Figueroa, former national coordinator of BWB-ASF Belize and now a doctoral candidate at the University of Florida at Gainesville; 5) planned expeditions to map the unexplored 20% of RCNP land.

Other achievements: 1) In March 2007, Vicki Piaskowski, BWB-ASF international coordinator, evaluated the Belize staff's bird-banding and research skills, and turned over all ornithological work and oversight of research to them, achieving an initial goal of the project. 2) David Evers of the BioDiversity Research Institute of Gorham, Maine, collaborated with our staff in an ongoing study that found unexpectedly high mercury levels in some Belize songbirds; this reflects possible pollution that could affect the health of both birds and humans. 3) A scientific paper on our study of the fork-tailed flycatcher's breeding habits in Belize was published in March 2007, making eight BWB-ASF scientific publications to date. 4) We continued analyzing data collected at the three Wisconsin study sites and began a Wisconsin version of "How to Manage Your Land to Help Birds." 5) BWB-ASF staff gave four educational bird presentations in Wisconsin and one in Belize. 6) In May, staff "banded" 300 children for a migration game during International Migratory Bird Day at the Zoo.

2) **Wild bonobos:** Dr. Gay Reinartz, ZSM conservation coordinator, made two 2½-month journeys to the Democratic Republic of Congo (DRC). She and the ZSM team delivered tools and supplies to help six villages near Etate (the ZSM research station) form a farming cooperative. The goal

was to revitalize agriculture and produce food for local consumption and trade, thus reducing animal poaching. The team also delivered supplies to Etate and re-evaluated the existing eco-guard patrol system. In Kinshasa (the DRC capital), Dr. Reinartz and another staff member met with Congo Basin Forest Partnership members (including the World Wildlife Fund and the U.S. Forest Service) to help develop a park management plan for the DRC's Salonga National Park. Back in the Salonga, the staff collected data on bonobo and elephant distribution and on poaching levels in an unexplored part of the park; data were transposed onto satellite images to map animal-distribution patterns and poaching routes. The team discovered new areas of bonobo habitat southeast of Etate, and saw many signs of forest elephants and, unfortunately, of poaching.

3) Captive bonobos: There were 84 bonobos at North American institutions as of Sept. 30, 2007, the same number as a year earlier. Ten institutions are part of the Association of Zoos and Aquariums (AZA) Bonobo Species Survival Plan (SSP), headed by Dr. Reinartz. They cooperate with their European counterpart, the European Endangered Species Programme (EEP), which manages 83 bonobos in nine European zoos. Globally, the bonobo has the smallest captive population (167) of all great apes. The Bonobo SSP and EEP work together to manage this endangered ape, and in 2007 they agreed to expand their reach to Japan. At the September 2007 SSP meeting, members recommended making one of the largest transfers of bonobos (20 apes) in North America. Five animals would go to high-quality exhibit space at the Great Ape Research Institute of Japan. Fifteen bonobos would be transferred among North American institutions. The goal is to increase priority matings to produce the greatest genetic diversity in the captive population.

4) Veterinary resident and preceptors:

The ZSM provided \$7,781 for a veterinary resident from the University of Wisconsin-Madison to work at the Zoo and \$2,500 for five preceptors (fourth-year students); and \$2,000 for a conservation health consortium.

5) Amphibians, birds, reptiles: Since the 1998-'99 year, the ZSM has given \$156,946 to Zoo-staff research on Humboldt penguins in Chile, Peru and at our Zoo (\$29,500 in 2006-'07); and \$61,461 to research on endangered rattlesnakes (\$2,379 in 2006-'07). Last year, also, the ZSM supported

Zoo staff conducting research or conservation in the field, including \$8,000 for vulture tracking; \$4,985 for frog research in Grenada; \$3,000 for a trip to Guam to release Guam rails; \$2,500 for piping plover conservation in Michigan;



Kids love the way we teach science through animals. Summer camps and academic-year classes usually involve trips into the Zoo, fun animal crafts and songs. Our Karen Peck Katz Conservation Education Center accommodated

Izayah Piccione, 6, of Milwaukee makes a coral reef craft in Sharks & Rays, a 2007 Zoological Society Summer Camp. More than 12,000 people attended the camps, sponsored by Glue Dots® Brand Adhesives.

a record 12,098 participants in summer camps 2007: 9,001 children and 3,158 parents in 431 camp sessions. That was 677 more people than in 2006. With support from U.S. Cellular and an anonymous donor, we made summer camps available to five neighborhood and community centers (three days of camps per center) for children who normally couldn't afford to attend our camps. Helping with camps were 21 college-student interns (including two teaching interns), who got hands-on job training, thanks, in part, to generous support from the Alice Kadish Foundation and an anonymous donor. From September through May, we served 15,403 people in individual child or parent-child classes. During our fiscal year, 22,913 schoolchildren learned about animals and science through ZSM-run programs at the Zoo or presented at schools. Another 108,975 schoolchildren used the Zoo as a science laboratory on field trips and had ZSM curriculum available for their self-directed tours. Programs for schoolchildren were funded in part by gifts from the Ladish Company Foundation; U.S. Cellular; Orth Charitable Lead Trust; A.O. Smith Foundation, Inc.; Mortgage Guaranty Insurance Corporation (MGIC); Badger Meter Foundation; Brady Corporation; Ralph J. Huiras Family Foundation; and the Greater Milwaukee Association of Realtors Youth Foundation. Our Animal Ambassador program, in its 18th year, served more than 2,000 elementary-school students from 20 schools, many in economically disadvantaged neighborhoods. More than 1,000 graduated in June as ambassadors, spreading ideas on how we all can help endangered wildlife. Each school had a corporate, foundation or civic-group sponsor.

Programs by our Conservation Education Department served 186,177 people in fiscal year 2006-'07. Thousands more were educated about wildlife and conservation through Zoological Society programs in Belize and Africa, through the ZSM Web site and publications, and through Zoo animal signs created by ZSM staff.

\$2,145 for frog rescue and conservation in Panama; \$912 for a whooping crane study; \$900 for blue iguana research on Grand Cayman Island; and \$580 for bird-banding at the Zoo.

6) Gorillas, Elephants, Black Rhinos:

In joint ventures with the Foundation for Wildlife Conservation, Inc. (FWC), the ZSM provided \$10,000 for the protection of black rhinos and elephants on Lewa Wildlife Conservancy in Africa and \$5,000 to the Dian Fossey Gorilla Fund International to help save mountain gorillas in Rwanda.

EDUCATION

More than 200,000 people a year learn about animals and conservation through Zoological Society of Milwaukee (ZSM) education programs or materials. Whether they come to our eight-classroom building on Milwaukee County Zoo grounds, attend one of the schools we built in Africa, take a school field trip to the Zoo using ZSM curriculum or visit our Web site, people are getting our message: Animals, people and the environment are all connected in a "web of life."



■ Gavin Christiansen of Mukwonago (foreground) and Kevin Morrissey of Muskego (blue shirt) pet a leopard shark at the Sting Ray & Shark Reef summer exhibit sponsored by Chase.

ZOO SUPPORT

Our public-private partnership with Milwaukee County included ZSM support of more than \$5.6 million in several areas. The ZSM acquires sponsors for most of the Zoo's major events and attractions, and its 2006-'07 direct cash sponsorship support to the Zoo was \$344,700. The ZSM also gave direct cash support to Zoo exhibits, including \$506,332 to build the flamingo exhibit and \$186,222 for the 2007 summer touring exhibits: Koalas! sponsored by AT&T, and Sting Ray & Shark Reef, sponsored by Chase. The ZSM provided graphics support to the Zoo through a Creative Department of five artists. We promoted Zoo events and projects through *Alive* magazine, *Wild Things* newsletter, other newsletters, our Web site and e-mail updates. Behind the scenes, the ZSM continued to pay for maintenance contracts on 10 Zoo buildings and some equipment (\$175,618).

Zoo Ball, sponsored by American Airlines & American Eagle, brought in \$404,775, and the 18th Annual Miller Brewing Company's Birdies and Eagles Golf Tournament raised \$97,000. In all, Zoo Ball, the golf tournament and other special events run by the Associate Board raised more than \$734,513. The Zoological Society's 2006 Winter Wonderland, featuring Hawks Nursery's Fantastic Forest, was held during AT&T's Holiday Night Lights. The ZSM continued to run all education programs at the Zoo (see Education), which helps qualify the Zoo for national accreditation.

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

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 Weekend, 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

Chase

• Sting Ray & Shark Reef

DMC Advertising & Direct Marketing

• Zoological Society Membership Support*

Miller Brewing Company

• Birdies & Eagles Golf Tournament
• Oceans of Fun Seal & Sea Lion Show
• Wines & Beers of the World*
• Zoo a la Carte

Milwaukee Journal Sentinel

• Ride on the Wild Side*
• Zoo a la Carte*

We Energies

• Belize & Beyond

World Wildlife Fund-U.S.

(Part of Congo Basin Forest Partnership)
• Bonobo & Congo Biodiversity Initiative

\$20,000-\$49,999

American Airlines & American Eagle

• Zoo Ball*
• Birdies & Eagles Golf Tournament Support*

Antonia Foundation

• Birds Without Borders-Aves Sin Fronteras®
• Student Interns
• General Operations

Forest County Potawatomi Community Foundation

• Birds of Prey Show
• Birdies & Eagles Golf Tournament Carts

Halbert & Alice Kadish Foundation

• Student Intern Program

Kalahari Waterpark Resort Convention Center

• Sky Safari

Deborah Kern

• Bonobo & Congo Biodiversity Initiative

Jones Family Fund

• Bonobo & Congo Biodiversity Initiative

Ladish Company Foundation

• School Programs

Lake Country Publications

• Playhouse Raffle*
• Ride on the Wild Side Family Bike Ride*

Margot Marsh Biodiversity Fund

• Bonobo & Congo Biodiversity Initiative

M&I Bank

• Seasonal Zoo Brochures

MidAmerica Bank

• Zoomobile

North Shore Bank

• Safari Train

Northwestern Mutual Foundation

• Playhouse Raffle
• Zoo Ball Entertainment

Penzeys Spices

• Carousel

Roundy's Supermarkets & Pick'n Save

• Egg Day*
• Father's Day at the Zoo*
• Samson Stomp & Romp*
• Animal Safari*

U.S. Cellular

• Animal Adaptations Lab
• Halloween Trick-or-Treat Spooktacular

Fred & Sandra Young

• Bonobo & Congo Biodiversity Initiative

\$10,000-\$19,999

Anonymous
• Student Intern Program

AT&T

• A la Carte Entertainment
• Holiday Night Lights
• Koalas!

Briggs & Stratton Corporation Foundation

• General Operations

Mae E. Demmer Charitable Trust

• General Operations

Disney Wildlife Conservation Fund

• Bonobo & Congo Biodiversity Initiative

Judith Grimes Family Fund

• Animal Ambassador Program

Jewel-Osco

• Family Free Days (Jan-April)

KinderCare Learning Centers

• Stroller Rentals

Safe Alternatives for Youth-Milwaukee Urban League

• Programs for Disadvantaged Youth
• General Operations

SBC Foundation

• Intranet Project

Tri City National Bank

• Beastly Bowl-A-Thon
• Behind the Scenes Weekend
• Feast for the Beasts Pancake Breakfast
• Sunset Zoofaris

U.S. Bank Corporation

• General Operations

Wildlife Conservation Network

• Bonobo & Congo Biodiversity Initiative

Wisconsin Dells "The Waterpark Capital of the World!"

• Kids' Nights

\$5,000-\$9,999

American Transmission Company
• Conservation Weekend

A.O. Smith Foundation

• School Programs

Aurora Health Care

• Senior Celebration*

Brady Corporation

• School Programs
• Zoo to You

CarMax

• Nights in June

Children's World Learning Centers

• Boo at the Zoo

Fields Jaguar Land Rover Volvo Waukesha

• Zoo Ball Late-Night Venue

Four-Four Foundation

• General Operations

GG Golden Guernsey Dairy®

• Family Farm Weekend
• Kids' Nights Entertainment
• Pancake Breakfast Support*
• Snooze at the Zoo Support*

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McCormick

• Egg Day

Peck Foundation, Milwaukee LTD

• Animal Ambassador Program

Niederjohn Family Fund

• Animal Ambassador Program

Old Orchard Brands

• Snooze at the Zoo



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• Platypus Society Annual Awards Dinner

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Welch's

• Pancake Breakfast Support*
• Animal Safari

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• Father's Day at the Zoo
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■ Pictured above: Miller Brewing Company sponsored the Birdies & Eagles Golf Tournament, which raised \$97,000 for the Zoological Society in 2007. Company representatives (from left) are Andrew Martin, Ted Brueggemann, Kim Marotta, Julie Kubasa and Michael Zimmer.

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**Wisconsin Milk Marketing Board
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• Family Farm Weekend

*In-Kind Sponsorships

*AT&T sponsored the 2007 special exhibit Koalas! Muuri
(pictured) and Bamba were on exhibit at the Zoo May 26-Sept. 9.*



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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Special donors of the Zoological Society are recognized through membership in the Platypus Society and are considered a vital link in the Zoological Society's mission. At the end of the 2006-2007 fiscal year, 362 businesses, foundations and individuals in our community were active Platypus Society members. Through their generosity and philanthropic leadership, which provides unrestricted operational support, the Zoological Society continues to carry out its mission to conserve wildlife, educate the public, and support the Zoo.

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Platypus Society patron members Milan and Gordana Racic made a major donation to the snow leopard exhibit at the Milwaukee County Zoo.

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American Airlines representative Troy Morgan and his wife, Kim, were entertained by belly dancer Traci Roberts at the Moroccan-themed Zoo Ball 2007, sponsored by American Airlines & American Eagle. Zoo Ball, the Zoological Society's largest fund-raiser of the year, raised \$404,775. American Airlines & American Eagle is a Platypus Society corporate member.

Anonymous (4)
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Stephen & Peg Bartelt
Brian & Sylvia Bartling
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★ Members who have made in-kind gifts of products or services.

The preceding list is comprised of all friends contributing to the Platypus Society from October 1, 2006, through September 30, 2007.

2006-2007 ANNUAL APPEAL:

FLAMINGO EXHIBIT

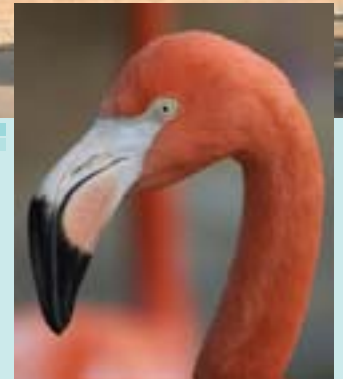
Flamingos are coming back to the Milwaukee County Zoo after several years. A new building (see photo) and a renovated pond and yard (see page 7) have been made possible by the hundreds of people who donated to the Zoological Society of Milwaukee's Annual Appeal for the 2006-'07 fiscal year. Listed below are people who donated \$100 or more to the flamingo Annual Appeal.

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 Dennis Zdroik
 David & Dorothy Zellmer
 Pam & Michael Zetley
 Jill Zimmerman
 Sadie Zobel
 Kelly Zygowski



■ ■ ■
 The Milwaukee County Zoo's bush baby - a small, large-eyed primate - became a star when the hit TV singing competition "American Idol" donated \$1,500 to sponsor the animal in May 2007. Simon Cowell, one of the show's judges, had compared a contestant to a bush baby. To turn the joke on the sharp-tongued Cowell, the show's producers asked that our Zoo's bush baby be named Simon. Our Zoo is one of only 10 U.S. zoos that exhibit bush babies.

SPONSOR AN ANIMAL

Anyone can sponsor animals at the Milwaukee County Zoo. Animal sponsorships range from \$20 for membership in the Zoological Society's Kids Conservation Club to \$2,500 for individuals who sponsor just one animal. In the 2006-'07 fiscal year, 2,151 people participated in the Zoological Society's Sponsor an Animal program, raising \$200,000 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

STATEMENT OF ACTIVITIES

ZOOLOGICAL SOCIETY OF MILWAUKEE COUNTY - YEAR ENDING SEPTEMBER 30, 2007

SUPPORT & REVENUE

MEMBERSHIP DUES

from all Zoological Society
and Platypus Society members \$4,683,308

CONTRIBUTIONS

toward capital projects and specific programs \$308,529

SPECIAL EVENTS/PROGRAMS/ SPONSORSHIPS

including animal sponsorship, Zoo Ball, education,
ZSM and Zoo special events and sponsorships \$2,014,791

INTEREST INCOME

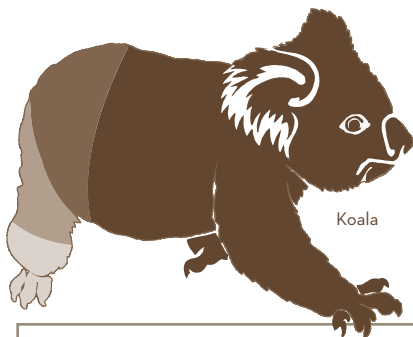
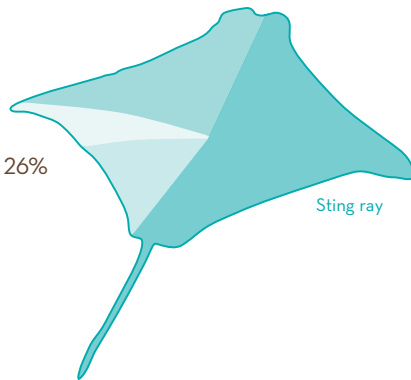
from contributions toward capital
projects and specific programs..... \$39,743

GRANTS \$825,424

**TOTAL SUPPORT
& REVENUE** **\$7,871,795**

RECEIPTS

- Membership Dues: 59.5%
- Special Events/Programs: 26%
- Grants: 10.5%
- Contributions: 4%



EXPENSES

- Zoo Support, Capital & Direct Project Costs: 75%
- Support Services: 14%
- Research/Conservation: 6%
- General & Administrative: 5%

COST OF SUPPORT AND REVENUE (Support Services)

MEMBERSHIP DUES

Expense of providing benefits to all Zoological
Society and Platypus Society members \$805,951

SPECIAL EVENTS/PROGRAMS

Expense of providing and promoting Society
special events/programs \$306,091

**TOTAL COST OF SUPPORT
& REVENUE (Support Services)** **\$1,112,042**

EXPENSES

DIRECT PROJECT COSTS

Expenses relative to capital
projects and specific programs \$67,541

ZOO SUPPORT

Expense of providing, promoting and supporting
education, graphics, and conservation programs, special
exhibit projects, and ZSM and Zoo special events;
payments to the Zoo for all membership events,
parking for Zoo Pass Plus and coupons..... \$5,846,031

RESEARCH/CONSERVATION

Expenses relating to state, national and international
programs supporting species preservation \$503,134

GENERAL AND ADMINISTRATIVE

Expenses relating to daily ZSM operations \$377,659

TOTAL EXPENSES **\$6,794,365**

**TOTAL COST OF SUPPORT,
REVENUE AND EXPENSES** **\$7,906,407**

Expenses in excess of support and revenue
(additional Zoo support) \$34,612

2006-2007 SUMMARIES

CASH-FLOW SUMMARY ZSM & CAPITAL CAMPAIGN

Cash & cash equivalents at start of the year \$3,411,833
Cash & cash equivalents at end of the year \$3,854,243
Net increase in cash & cash equivalents \$442,410

CAPITAL CAMPAIGN PROJECTS SUMMARY

Revenue 2006-2007 \$175,353
Expenses for U.S. Bank Gathering Place
new Zoo entryway (current & reserve funds used) .. \$357,726



Make a Difference!

Help make a difference at the Milwaukee County Zoo. Contribute to the Zoological Society of Milwaukee's Annual Appeal.

This year you can have your name featured under an animal-information sign on a continent in the Zoo.

Or, leave your mark on a sign, tile or bench in the U.S. Bank Gathering Place, the new Zoo indoor entrance opening in May.

Your donations help improve the Zoo.

To contribute to our Annual Appeal: Check our Web site at www.zoosociety.org or call us at (414) 258-2333.

All donations are tax-deductible.*

Dale R. and Allison M. Smith

Dale and Allison Smith have several benches at the Zoo honoring family members. The benches were part of donations they made to our Annual Appeals.