

Alive

A cockatiel with a yellow crest and orange cheek patch is perched on a wooden branch. The background is a blurred green foliage.

Inside

- Summer Special: Birds up Close
- How the Zoo Trains Birds
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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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Alive is published in January, April and October by the Zoological Society of Milwaukee County, 10005 W. Blue Mound Rd., Milwaukee, WI 53226. Subscription by membership only. Call (414) 258-2333 for information. www.zoosociety.org

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You could say this issue of Alive is for the birds. We prepare you (page 8) to see, touch and feed a flock of possibly a thousand parakeets and other small Australian birds in the parrot family. They're coming to the Zoo in May for the special summer exhibit, Wings From Down Under, sponsored by Lowe's. Their colors are vibrant, their calls vivid. They'll land on your finger. They'll eat seed on a stick. They'll amaze you, amuse you and tickle your fancy. The Milwaukee County Zoo is creating two indoor aviaries enclosed in mesh. They will be housed in the Otto Borchert Family Special Exhibits Building, protected from the weather, from May 23 to

Sept. 7. If you're not sure how much you like birds, you can stand outside the mesh and still view the riot of color and hear the "queels" of the cockatiels (see cover photo).

While these visiting parrots may be the stars, remember to stop and see some of the exotic and fun-to-watch birds we have on exhibit at the Zoo. Our Caribbean flamingo flock will be expanding this year. We have a new endangered whooping crane, Tiki, who's a partner for Torch, our male - and a lovely companion she is (see page 6). And we're raising money to remodel our Humboldt penguin exhibit (see back cover), which is the first animal exhibit you see on entering the Zoo. To celebrate our group of 11 Humboldts, we've put together some activities in Kids Alive (page 12) that will introduce children to some of the penguin personalities.

We also take you behind the scenes in this issue to discover how zookeepers train the Zoo's birds to help in their own care (page 4). From the plucky penguins to the Mauritius pink pigeon, you'll learn some of the intricacies of training and idiosyncrasies of the birds. This is an important - but often unseen - part of what zookeepers do to keep our animals safe, healthy and happy. (Yes, many of the animals really like the attention they get during training sessions.) By the way, that's a Cochin chicken with me in the photo above in the Zoo's Northwestern Mutual Family Farm.

Finally, you'll get a glimpse into the wide range of conservation projects that the Zoological Society supports (page 10 and the annual report pages 14 and 15). That includes bird projects from saving piping plovers in the Great Lakes region to counting Humboldt penguins in Chile. It includes projects that protect elephants, rhinos and hippos. We're also supporting hippos at the Zoo as we plan a major new hippo exhibit, thanks to the Dohmen Family Foundation. Our conservation support also includes major funding over a dozen years to support Birds Without Borders - Aves Sin Fronteras®, our international research-conservation-education project run jointly with the Foundation for Wildlife Conservation, Inc. Project coordinator Vicki Piaskowski, who leaves us this spring, has given numerous talks and media interviews since last fall on how the average person can help birds. If you haven't yet viewed (or downloaded) our free online bird guide that Piaskowski and other staff produced in 2008, go to www.zoosociety.org/wilandowner. The first section of the book gives easy-to-read tips on ways to assist birds on land that you own or at nearby parks, forests or schoolyard lands. Meanwhile, happy bird-watching.

Robert Davis
 Dr. Bert Davis
 Chief Executive Officer

Alive

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How do you get a penguin to step on a scale? It takes a lot of patience, practice and fish! Discover how zookeepers train birds, and meet Tiki, a new whooping crane.

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KIDS ALIVE 12-13 A maze and a mating game with Humboldt penguins.

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

Society Page



Zoo Fan on Our Board

Caroline Krider has always liked animals and nature. As a child growing up in Chicago and Philadelphia, she often went to the local zoos. Today, she volunteers at the Wisconsin Humane Society, takes wildlife and nature-themed vacations with her husband, Paul Smith (the outdoors editor of the *Milwaukee Journal Sentinel*), and serves on the Zoological Society of Milwaukee's (ZSM's) Board of Directors.

Krider is a vice president and senior lender at U.S. Bank, a longtime supporter of the ZSM and the Milwaukee County Zoo. The bank gave a major gift to build the U.S. Bank Gathering Place, an indoor Zoo entryway that opened in May 2008, and has supported the ZSM through sponsorships and donations. "The Zoo is so valuable to the community," says Krider. "It is unparalleled as a source of wildlife education, and there's so much green space, and it's absolutely beautiful." As a Board member, Krider enjoys working with ZSM leaders Dr. Robert M. Davis, the non-profit's president and CEO, and Karen Peck Katz, chair of the Board. "I think they've done a tremendous job engaging the Board," she says.

As part of her own Board service, Krider serves on the education committee. She helps provide direction to the ZSM's Conservation Education Department, which has nearly year-round classes or camps for children ages 2-14. "I think there are a lot of opportunities to educate people on why we have the Zoo and its value to conservation," she says.

In the future, Krider hopes to join Zoo Pride, the ZSM's volunteer auxiliary, to help educate zoogoers. In the meantime, she likes visiting her favorite animals in the park. They include the big cats, the spider monkeys, Humboldt penguins and Mahal, the Zoo's famous young orangutan. Says Krider: "I am so happy Mahal has found a new home here with his surrogate mother, MJ. It is a wonderful story and Mahal's star has certainly helped shine a light on the broader mission of the Zoo."

By Julia Kolker



STEP A LITTLE CLOSER



Photos by Bryan Kwiatkowski

Zookeeper Heather Neldner gets eager Humboldt penguins to step on a scale to be weighed.

Birds can be like kids when it comes to learning. Some birds, like some children, get so excited when they learn a new skill that they want to share it and show you again and again, says zookeeper Heather Neldner, who has trained birds for 12 years. Learning often becomes its own reward, more important than the treats they get.

“One of the greatest things about training is the moment an animal understands the concept you are trying to teach. It is like a light bulb goes off in their heads. Usually they get so excited because they ‘get it’ that they want to show you what they’ve learned. I’ve worked with several crows, hornbills and parrots who would try to give me their food reward when they were excited. If I ignored them because I didn’t want the treat, they would try to put it in my mouth or shove it in my sleeve, pocket or shirt collar.” Birds like to learn, she says, and she has plenty of examples – some humorous – of how birds really seem to enjoy the special training they get at the Milwaukee County Zoo. Consider:

- “The Humboldt penguins are both a handful and a joy to train. They are kind of naughty, especially when you’ve got 11 of them to keep tabs on. During sessions to train them to step on a scale (so we can weigh them), sometimes they will run off with my pencil or paper. Or they all want to hop on the scale at once and push and shove to be the first one. Or one penguin gets impatient and ‘gooses’ the penguin on the scale so he can get a turn.”
- “I had an African pied crow in the Zoo’s summer bird show that was supposed to fly over a fence for her exit. During one session she decided that she didn’t want to fly over the fence (even though she had learned to fly to the trainer on the other side). Instead, she flew halfway to the fence, landed on the ground and then walked under the fence. It was so funny, we all laughed at her. So the next time she did the same thing but went *under* the fence and popped her head out. And we laughed more; so she did it again. Obviously the laughter was more of a reward for her than the treat the trainer had.”

The behaviors that Neldner taught birds years ago in bird shows* were more complex than what she now usually teaches birds in the Zoo’s collection. “In bird shows the crows recycled cans to help drive home conservation points, the parrots usually flew and mimicked on cue, our hornbills foraged, the Egyptian vulture showed how this one species of vulture uses rocks to break open ostrich eggs, our seriema ‘killed’ rubber snakes on stage, and the chickens would run from point A to point B on stage. Basically we used natural behaviors to shape other behaviors to teach conservation while also entertaining the audience.”

The behaviors Neldner and other zookeepers train the Zoo’s birds to do are skills like stepping on a scale to get weighed or walking voluntarily into a crate so they can be transported (to the hospital, for example). Much of their training is to help in their own health care. For example, Houdini the Humboldt penguin has foot problems. Neldner has trained him to let her check his feet. “I am working with all the Humboldts on voluntary wing handling so I can change their identification bands without having to restrain them. Houdini and Estar have let me do this. I am also working on touching their feet while they are on the scale so they get used to it; then we’ll be able to do nail trims easier.” (For more photos of Humboldt penguins, see pages 12 and 13.)

This kind of training makes life less stressful for the birds and easier on the staff, says Neldner. But there are multiple benefits. “Training helps birds build confidence, builds a bond between the trainer and the bird, enriches the animal’s life with interesting activities, and allows the bird to make choices (to participate or not).” Training is completely voluntary. That creates more security for the birds. Some birds love the keeper’s attention; others are cautious. By not forcing behaviors and using rewards instead of punishments, keepers earn a bird’s trust.

**The Birds of Prey & Friends Show, held from Memorial Day Weekend through Labor Day at the Zoo, is a free show run by the World Bird Sanctuary.*

One very helpful behavior that many Zoo animals learn is how to “shift” voluntarily from their exhibit into a holding area. Imagine trying to round up a flock of flamingos in their large yard so you could move them to an enclosure safe from nocturnal foxes and raccoons. Chasing animals is stressful. It’s so much better to train the flamingos, as aviary keepers such as Caty Poggenburg have done, to come inside as soon as a keeper steps into their yard at twilight.

Poggenburg also works with the whooping cranes. She taught Torch, the male, to step on a scale and soon will be teaching Tiki, the new female, to do the same (see accompanying story on page 6). “If Tiki didn’t get scale-trained, to weigh her we would have to physically restrain

her and stand on a scale while holding onto her,” says Poggenburg. “This is stressful on the bird, and the zookeeper can get hurt weighing an animal that big. They are very strong birds with sharp beaks.”

Poggenburg is 5 feet 7 inches tall; the cranes are almost as tall as she is.

Poggenburg also trains the Zoo’s other penguin species: rockhoppers and kings. She described the steps in getting the two king penguins, Niles and Fredrico, to step on a scale: “I first began feeding them herring in our off-exhibit area. Herring is their favorite fish and is fed in addition to their main diet of capelin. Next, I introduced them to a square platform that looks a lot like the real scale. (A scale is borrowed from the Animal Health Center only when we need it.) I gradually required them to step closer and closer to the platform to receive their herring. Next they had to step onto the platform to receive their herring. This took a very long time. It was literally a one-toe-at-a-time process! They are pretty wary of anything new or different. Finally one day Niles was brave enough to step entirely onto the platform! He was very heavily rewarded with herring, and from then on he stepped onto that platform almost every time. Fredrico took a bit more time but eventually figured it out.”

There was a setback, however, when Poggenburg brought in the real scale, which was black. The training platform was light-colored wood. “The penguins took one look at that black scale and decided there was no way they were getting on that scary-looking



Photo by Carol Kagy

The Mauritius pink pigeon (above) has been trained to sit in Neldner’s hand for baths and feather checks.



Photo by Heather Neldner

The red-legged seriema (left) learned to “kill” a rubber snake for the Zoo’s bird show.



Photo by Richard Brodzeller

An Inca tern (far left) is being trained to go voluntarily into a crate for transport.

Niles the king penguin (below) successfully steps on a scale.



Photo provided by Caty Poggenburg

thing,” she says. “So I painted my mock-scale black and pretty much had to start all over. It took about a month before they could find the courage to get on it. Once they did, I brought in the real scale and they got on it without a second thought.” The Zoo’s eight rockhoppers are another story. Most are quite old (age 25 or 30) and they’re not very food-motivated, says Poggenburg. “This makes it hard to use ‘treat fish’ as a reward during training. I try to be creative with the type of fish I use but sometimes they just don’t care! Sometimes trainers can use other types of rewards like praise or attention, but these penguins don’t especially desire human interaction; so that is not really a reward for them. The Humboldt flock is a much younger flock and are much less shy. The youngest rockhopper, Duncan, 7, has gotten on the scale a few times after I have weighed the king penguins. He’s a very curious penguin and not nearly as suspicious as the others. I didn’t intentionally train him to step on the scale, but he is rewarded when he does it.”

Many of the Zoo’s birds get training. The endangered rhinoceros hornbill has received lots of “scale and crate training,” says bird curator Alex Waier, and the highly endangered cinereous vultures are being taught to perch on a scale by zookeeper Craig Pavlik. Carol Kagy, aviary area supervisor, has worked with the Humboldt penguins. Heather Neldner has trained the Mauritius pink pigeon



Photo by Carol Kagy

to stand on a scale to be weighed, to allow her nails to be trimmed, and to let Neldner check her feathers and give her baths to treat feather problems. Neldner is training some of the Zoo's 14 Inca terns to move into a crate. The spangled cotingas, green aracari and highly endangered Guam kingfishers also get training, among other birds.

When the goal of training is to help the animal live a healthier, happier life, the time spent on training is well worth it, says Caty Poggenburg. "The birds have great medical care here and plenty of food. Our aging rockhoppers would not live this long in the wild."

By Paula Brookmire

◀ A rhinoceros hornbill peeks into a crate. A keeper coaxes her in using a food treat.

Tiki & Torch

Tiki, the Milwaukee County Zoo's new whooping crane, has a past that's full of twists and turns. The latest twist involves injuries that brought her to Milwaukee, where she's meeting her potential mate, Torch. Tiki comes from an egg that was laid in Necedah National Wildlife Refuge near Baraboo, Wis. In a cooperative effort among conservation groups and the United States Fish and Wildlife Service (USFWS), the egg was sent to the Patuxent Wildlife Research Center in Maryland to be incubated artificially; it hatched there on May 17, 2008, and then was "puppet-raised."

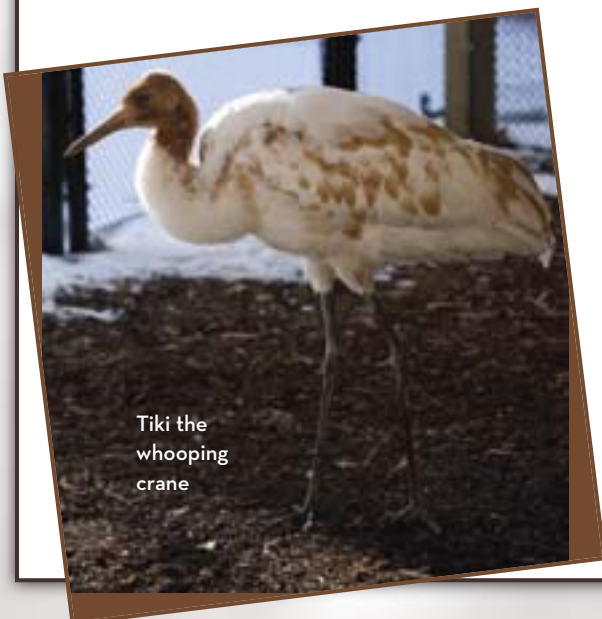
Only about 539 whooping cranes exist on the planet, and these highly endangered birds need help from conservationists to avoid extinction. Keepers puppet-raise the cranes in captivity (this involves wearing a crane-like costume so the birds don't get attached to humans) and guide the birds on migration so they can winter in the south. Normally, whooping cranes would learn the 1,200-mile migration route from their parents. Birds reared in captivity and released into the wild miss out on this

opportunity. So the birds follow an ultra-light aircraft all the way from Wisconsin to Florida. Tiki was sent to Necedah National Wildlife Refuge in Necedah, Wis., for ultra-light flight training, but another crane in the group attacked her and injured her legs and beak. Keepers decided she wasn't healthy enough to live in the wild. She was sent to our Zoo Oct. 2, 2008, to be a companion to Torch, the resident male whooping crane (he, too, was injured as a youngster and can't migrate).

Tiki has adjusted well to her new home, says Caty Poggenburg, an aviary zookeeper at our Zoo. "She's a very docile bird. She seems to enjoy interacting with us." Poggenburg is training Tiki to step on a small scale for weigh-ins and to shift from one enclosure to another (see accompanying story on bird training). Zookeepers hoped to introduce Tiki and Torch by early spring so the two could share an expanded crane exhibit in the Wong Family Pheasantry, next to the Herb & Nada Mahler Family Aviary. Both birds are on loan from the USFWS.

By Julia Kolker

Zookeeper Caty Poggenburg trained Torch the whooping crane to step on a platform and then on a scale.



Zoo Basics for Tykes

It's a phenomenon that puzzles many a parent. A young child is outgoing at home but shy and introverted with strangers. Would you believe that butterfly costumes, cardboard ant tunnels and Zoo animals can help kids develop confidence and learn social skills? The Zoological Society of Milwaukee's (ZSM's) classes for 2- and 3-year-olds give kids a chance to play with peers and get a feel for the classroom structure they will encounter in kindergarten and beyond.

"For many 2-year-olds, Zoo class is their first classroom experience," says ZSM educator MaryLynn Conter-Strack. Young children attend conservation education classes with a parent or favorite adult. This helps kids feel safe while socializing with someone other than a family member. Classes for 3-year-olds also give kids a chance to interact and learn together. Adds assistant education director Patty Trinko: "Our class activities focus on age-specific developmental skills that help children with formal school readiness."

Concepts such as following directions and making personal choices are part of the experience. Little Love Bugs, a February class for 2-year-olds, began with free-choice time. Kids could choose activities from coloring a giant ladybug to crawling through an ant tunnel made of construction paper. Conter-Strack then invited kids and adults to "circle time" on the carpet. The children learned each others' names, saw live crickets up close and got the scoop on that day's craft project, a butterfly costume. Kids who didn't want to sit were free to quietly explore the classroom's many learning stations. "In both the 2- and 3-year-old classes, children are allowed to choose activities, which strengthens their growing independence," explains Conter-Strack.

It doesn't take long for kids to figure out classroom and social basics, she adds. "The best part of my job is seeing real changes in the way a child socially interacts within a span of just a couple of months." Consider the progress of 2-year-old Isabel Valentine. Her first class at the Zoo was challenging because Isabel didn't always understand directions, says her mom, Monique. She adds:



Together, 2-year-olds Meghan Wilde of Racine and Colin Eaton of Waukesha make bugs out of putty in the Little Love Bugs class.



Shayden Lentini (left) of Milwaukee and Cameron Moslavac of Waukesha "fly" like butterflies in the Little Love Bugs class.

"By the second class, Isabel understood everything, things like sitting down and listening to the teacher." Since then, Isabel has taken five ZSM classes. "I stay home with her, and I was terrified she wouldn't be socialized by kindergarten," says Monique. "The classes are definitely beneficial."

Judy Valenti agrees. Her 2-year-old son, Nicholas, has taken six or seven ZSM classes at the Milwaukee County Zoo. At the end of a Little Love Bugs class, he chatted happily with Conter-Strack about what he learned. As he was leaving, he gave Conter-Strack a hearty "high five." Says Valenti: "The classes have really been amazing. They help kids learn to listen to someone other than Mom."

By Julia Kolker

Sign up NOW! The ZSM's Conservation Education Department has openings in some spring classes and in many Summer Camps, sponsored by National City. To check openings or register, go to www.zoosociety.org/education.

BRIGHT FLIGHT

Visit a colorful bit of Australia next month. That continent is home to 55 of the world's 330 parrot species. Meet some of Australia's best-known parrots in the Milwaukee County Zoo's special summer exhibit, Wings From Down Under, sponsored by Lowe's. Get ready for bright colors and bell-like whistles. Plus, you can hold and even feed these little beauties as they fly freely in two large, specially designed indoor aviaries at the Zoo. The exhibit features three common types of Australian parrots: parakeets, cockatiels and eastern rosellas. The birds are friendly and safe to touch. (Or, if you don't want to get that close, you can purchase an entrance ticket and watch the experience through mesh netting.)

You may not think of small birds like cockatiels and parakeets (also called budgerigars, or budgies) as parrots, but they have much in common with their larger parrot cousins. (Cockatiels are about 11 inches from head to tail feathers, rosellas are 13, and parakeets are 6 to 7 inches in length. Parrots such as the scarlet macaw can reach a length of nearly 3 feet.) All birds in the parrot order,


Psittaciformes, have two sets of toes: one facing forward and the other backward. This helps the birds hold branches and food. Strong tongues and curved, short beaks make it easy to crush and handle seeds. Watch this behavior in action when you purchase bird treats such as millet on a stick (millet is a type of seed) to feed birds at the exhibit.

Parrots are famous for their beautiful feathers, but their plumage actually helps camouflage them from predators (such as introduced domestic cats, which prey on small birds worldwide). You'll have no problem spotting the parrots in this exhibit. It'll be home to hundreds of birds from all three species. Here's a preview:

Cockatiel Calls & Colors – When you hear the call “queel, queel,” you know it's a cockatiel. The summer exhibit will have about 300 of them! Cockatiels (see cover photo) are the smallest species of parrot in the 20-member cockatoo family, but they're easy to spot. Watch for round, orange-red patches on their cheeks and tall crests of feathers on their

heads. Although cockatiels are one of the darker-colored species of parrot, these birds are very popular thanks to their calm and easy-going tempers.

They're native to the woodlands and grasslands of continental Australia, where they sometimes flock in large groups (and reach speeds of 40 mph).



Lucas Schanen, 5, of Muskego, carefully reaches out to a cockatiel owned by aviary zookeeper Mike Frayer. Visit the Milwaukee County Zoo's special summer exhibit, Wings From Down Under, sponsored by Lowe's, and you can touch and even feed cockatiels like this one or parakeets or eastern rosellas.

Photo by Richard Brodzeller

WINGS FROM DOWN UNDER

Sponsored by Lowe's

Otto Borchert Family Special Exhibits Building

Runs at the Zoo May 23 through Sept. 7

Admission is \$2.50 per person and includes a food stick for the birds; extra sticks are \$1.

Parakeet Pizzazz – Parakeets’ common Australian name, budgerigar, or budgie, is a mouthful. In fact, this name is said to derive from the Aboriginal word “betcherrygah,” which means “good food.” Some experts suspect these birds were once eaten! Today, wild parakeets are noted for their bright green-and-yellow feathers. These colors help them blend into Australia’s open grasslands and farms. Domestic parakeets come in a variety of colors, including white, blue, green and yellow. About 700 parakeets will be part of the summer exhibit. That may sound like a lot, but these birds sometimes migrate in flocks of thousands! Large groups protect against predators such as falcons and help the birds find food and water. Although they are hardy, parakeets are one of the smallest parrot species around. They weigh only about 1 ounce (cockatiels and Eastern rosellas weigh 2 to 4 ounces).

Eastern Rosella Roll Call – These birds are prized for their extravagantly bright colors, but they’re also known for their calls. While feeding, rosellas like to chatter with bell-like whistles and metallic screeches. In their native southeastern Australia and eastern Tasmania, rosellas eat not only seeds, grass and insects, but also treats such as berries and nectar (rosellas have also been introduced to New Zealand). Rosellas are said to have been named by early Australian settlers. The birds were first sighted at a place called Rose Hill, which came to be pronounced “rosella.”

By Julia Kolker

A group of parakeets (also called budgies) perch on a branch. The summer exhibit will feature about 700 of these birds.



An eastern rosella, one of the most colorful birds in the exhibit.



FUNDING WORLDWIDE PROJECTS

FROGS ARE DYING IN WISCONSIN, in the Caribbean and on the island of Grenada. The Milwaukee County Zoo and the Zoological Society of Milwaukee (ZSM) step in to help. Great Lakes piping plovers are suffering a decline. The Zoo and ZSM step in to help. Conservationists are trying to save Caribbean rock iguanas, Grand Cayman blue iguanas and Jamaican iguanas. The Zoo and ZSM are there to help. Ditto with Siberian tigers, elephants in Tanzania, timber rattlesnakes in Wisconsin.

It's a team effort, part of the public-private partnership between Milwaukee County and the non-profit ZSM. The Zoo proposes conservation projects to support and the ZSM provides funding. As part of the Zoo's mission and for accreditation with the Association of Zoos and Aquariums, the Zoo supports conservation projects to help animals in the wild. The Zoological Society assists the Zoo by funding many of these projects plus others run by the ZSM or partner organizations. In its 2008-2009 fiscal year, the ZSM is providing \$650,000 to support conservation.

You'll find more details on many of the following projects in stories that have appeared in *Alive*. Go to our Web site www.zoosociety.org/conservationstories. Here's a synopsis of some:

Grenada (West Indies) Frog Project studies the endangered Grenada frog and an invasive species, the Johnstone's frog, that's taking over habitat. Funded by the ZSM since 2004, the project, run by Zoo aquarium and reptile curator Craig Berg, hopes to find ways to raise the Grenada frog in captivity so it has a chance of surviving.

Wisconsin Timber Rattlesnake Field Research: Funded by ZSM since 1999, this long-term study of the snake and its habitat – done in cooperation with the Wisconsin Department of Natural Resources (DNR) – has allowed Wisconsin and Minnesota to adopt a conservation strategy for this endangered and valuable animal. Another project funded is genetic testing on eastern massasauga rattlesnakes.

Piping Plover Recovery and Support: For 10 years Zoo staff have assisted United States Fish and Wildlife Service biologists in Michigan with salvage hatching of abandoned piping plover eggs, and, in the last four years, with the rearing and releasing of 67 chicks.

Humboldt Penguin Census: For more than a decade the ZSM has supported the Zoo's long-term field studies of Humboldt penguin ecology in Chile as well as Zoo-coordinated annual population censuses of wild penguins in Chile. The census provides data on trends in population growth or decline, and on how to help these birds.

Iguana Conservation: In the mid-'90s the ZSM funded a head-start facility for rock iguanas on Grand Cayman Island. Since 2003, the ZSM and Zoo have supported field studies and recovery efforts for the highly endangered Grand Cayman blue iguana and nearly extinct Jamaican iguana. The population of wild blue iguanas has increased from an estimated 12 to more than 200. In 2008, the number of known breeding female Jamaican iguanas rose from 17 to 19.

Butler's Garter Snake Field Research: This snake is a threatened species found only in southeastern Wisconsin. The ZSM has funded the Zoo's participation, via Craig Berg, in a group brought together by the DNR to develop a conservation plan for the snake. Berg is working with Milwaukee's Urban Ecology Center to radio-track and study these snakes.

Zoo Staff Field Research Grants: These allowed zookeeper Michael Frayer to study rabies in common marmosets in Brazil, zookeeper Chad Pappas to release into the wild young ornate box turtles raised at the Zoo, and veterinary technician Joan Maurer to do blood studies of endangered whooping cranes. In a separate conservation project, the ZSM has helped the Zoo become a medical care location for injured whooping cranes raised by the International Crane Foundation in Wisconsin.

Other projects include support of a) elephant conservation in Tanzania, b) an Amur (Siberian) tiger recovery program in the Russian Far East, c) research on the northern cricket frog decline in Wisconsin, d) efforts to breed at our Zoo threatened hellbender salamanders, e) a project in Uganda to plant trees and build fuel-efficient stoves that use less wood, f) a great-ape cognition study at our Zoo, and g) a tree kangaroo conservation program in Papua, New Guinea.

By Paula Brookmire

Above: The Zoological Society funds a tiger recovery program in the Russian Far East. This is an Amur (Siberian) tiger.

Belted Galloway Cow

Arrived: Jan. 8, 2009

Northwestern Mutual Family Farm

What's Gnu?



What has four legs, a tail and looks like a big Oreo cookie? It's the Milwaukee County Zoo's new belted Galloway cow. Belted Galloways are called "Oreo cows" because they're black on both ends with a big white stripe in the middle. The Zoo's new belted Galloway is called Upstart. Born on a farm in New Glarus, Wis., in March 2008, she came to the Zoo in January. What's up with her name? "This cow was very small when she was born," says Lisa Guglielmi, area supervisor of the Zoo's Northwestern Mutual Family Farm. "Upstart" was a cute way to address her size. (She's still small for her age, but perfectly healthy.) Belted Galloway cows are originally from the Galloway region of Scotland, where they've been around since the 16th or 17th century. They have adapted to thrive in Scotland's cold, harsh climate. A double-layer coat, for example, keeps them warm in chilly conditions. The shaggy outer layer is water-resistant, while the short inner layer traps in heat. (In hot weather, these cows shed the top layer.) Belted Galloways are hardy, thriving on rough grasses and plants native to Scotland's moors, and are said to be more resistant to diseases than other breeds. You can see Upstart on the Zoo's farm this spring. She'll share a barn with Helga, a Highland cow (this breed also hails from Scotland), plus two guinea hogs, two horses and two donkeys. Ten other cows can be found in the farm's dairy barn. These include two Ayrshire cows (another Scottish breed), two red-and-white Holsteins, a Guernsey cow, a Jersey cow, two American brown Swiss cows, a Holstein and a milking shorthorn cow.



Moose

Arrived: Sept. 19, 2008

Moose Yard

This spring, you can see two generations of moose at the Milwaukee County Zoo. Finnegan, a male moose born at the Northeast Wisconsin Zoo near Green Bay last May, is grandson to Clifford, our Zoo's longtime male. Finnegan came to Milwaukee last September and quickly took to his granddad. "Finnegan wanted to play and race and look at Cliff," says zookeeper Mike Hoffmann. "He's not shy." It's easy to tell the youngster from the older animal. Finnegan is much smaller than Clifford, who weighs nearly 1,000 pounds. The older moose also has bigger antlers, although Finnegan will grow a full rack of his own by fall. Moose grow a bigger set of antlers every year, sporting the largest when they're 7 or 8 years old, adds Hoffmann.

Moose are found in northern woods from coast to coast in the U.S. and Canada, as well as in Alaska and parts of Europe and Russia. Few moose live in Wisconsin. Most were killed off by settlers in the 1800s. Also, the state's climate may be too warm for these northern-climate animals, says Adrian Wydeven, an ecologist with the Department of Natural Resources. Wisconsin is the southern edge of the moose range. In recent years, moose populations have declined even in colder places such as northwestern Minnesota. Scientists attribute this to warmer temperatures caused by climate change and to high deer numbers, adds Wydeven. White-tailed deer carry a brain worm that can be fatal to moose. There are far more moose in New England, possibly



because of cooler weather and fewer deer. Unfortunately, New England moose sometimes wander into urban areas and onto roads as people take over their forested habitat. In 1996, Clifford's mother was hit and killed by a car in Vermont. Clifford was captured and sent to Milwaukee to be hand-raised. Our Zoo has been successful in breeding moose; 12 of these hoofed animals were born here since 1983. A previous moose called Melrose, who was found in a Boston suburb, twice gave birth to twins. Clifford has sired five offspring, including Finnegan's dad, David.

Kids Alive



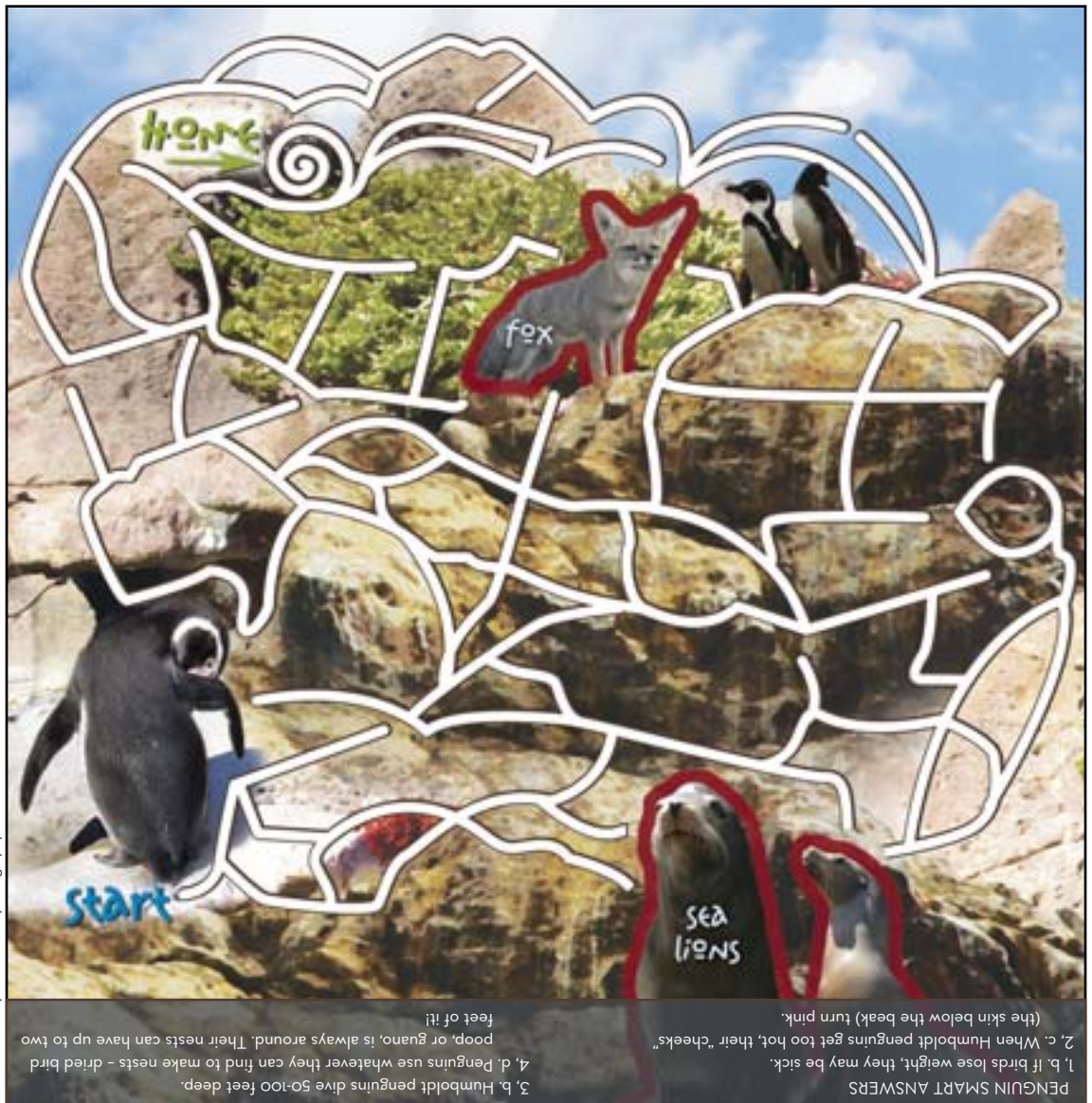
HOME ON THE ROCKS

The Humboldt penguins at the Milwaukee County Zoo love to eat fish, waddle, preen, play and swim. Soon, you'll even be able to watch them climbing new rock paths and enjoying their dens in their remodeled habitat. The Zoological Society of Milwaukee is raising money for improvements to their exhibit, and your family can help. (See the back cover for more on donating to our Annual Appeal for these fun birds.) On these pages, you can help a penguin climb up a rock, test your penguin smarts, and pair up these fun-loving swimmers.

ROCKY ROUTE

In the wild, Humboldt penguins make nests on the rocky, steep shores of Chile and Peru in South America. Parents and chicks find each other by making noises. The adults sound like a donkey, and the chicks peep. Penguin moms and dads take turns caring for little ones. Penguins eat fish like sardines and anchovies. Penguin parents have to go to the ocean for fish. They slip and slide down a rocky slope. Then they climb back up the hill. Help this penguin dad get back to his family! Stay within the white lines to get home. Be sure to avoid **sea lions** and **foxes** (they eat penguins!).

Fox and sea lion photos: stock photography.



PENGUIN SMART ANSWERS
 1. b. If birds lose weight, they may be sick.
 2. c. When Humboldt penguins get too hot, their "cheeks" (the skin below the beak) turn pink.
 3. b. Humboldt penguins dive 50-100 feet deep.
 4. d. Penguins use whatever they can find to make nests - dried bird poop, or guano, is always around. Their nests can have up to two feet of it!

✦ FUN FACT ✦ HUMBOLDT PENGUINS CAN STAY UNDER WATER FOR TWO TO THREE MINUTES.



THE HUMBOLDT PENGUINS HAVE LEARNED TO STEP ON A SCALE.

Circle the correct answer to each question and get

“PENGUIN Smart”

1. Penguins at the Milwaukee County Zoo have learned to step up on a scale. Why?
 - a. So they can play with the zookeepers.
 - b. So zookeepers can weigh them and check if the birds are healthy.
 - c. So the penguins can do “step exercises” to keep healthy.
2. Humboldt penguins are a bit like humans because they can:
 - a. Cook
 - b. Read
 - c. Blush
3. To search for food, Humboldt penguins can dive about:
 - a. 500 feet deep
 - b. 50 feet deep
 - c. 5,000 feet deep
4. Humboldt penguins make their nests out of:
 - a. Sticks and leaves
 - b. Feathers
 - c. Dried bird poop (guano)
 - d. All of the above

PENGUIN Pairs

Love is in the air (and water)! Eight of the Zoo’s 11 Humboldt penguins are paired with a mate. Usually penguins stay with the same mate. If a bird loses its mate, it will find a new one. At the Zoo, when Arisco’s mate died from West Nile virus, she found a new mate. Each penguin pair wears their own colored wing bands. Females have bands on their left wing, and males have bands on their right wing. To find these penguin pairs when you visit the Zoo, look for their colored bands (see the females below for the colors; their mate wears the same color). Using the clues below, write the name of the male mate (see list at right) next to each female.



* FUN FACT * HUMBOLDT PENGUINS CAN SWIM ABOUT 20 MILES PER HOUR.

Arisco
Her name means “unfriendly” in Spanish. Her mate is a real “star.”

MATE _____

Lil’ Gal
She was the smallest penguin when named.

MATE _____

Jack
He hatched at our Zoo, but his mate is German-born.

Anke
Hatched at a zoo in Europe, she has lived in many countries. Her mate is simply “magical.”

MATE _____


Eva
She comes from Rheine, Germany, but likes “guys” with English names.

MATE _____

estar
This Spanish-named lover likes to swim, eat and play.

Houdini
As a chick, he was good at “escaping” from his holding area. He adores his well-traveled mate.

Farley
He prefers a petite penguin as a mate.

 www.zoosociety.org **ON THE WEB**

Watch a video of the Humboldt penguins during a morning bath. Go to our Web site, www.zoosociety.org, and click on Fun Stuff. That’s a sample of what you will see when the exhibit is remodeled. As part of the Zoological Society’s Annual Appeal, we plan to improve the Humboldt habitat and install two Web cameras. Answers to the Penguin Pairs activity above are on our Web site under Fun Stuff.

ZOOLOGICAL SOCIETY OF MILWAUKEE 2007-2008 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.

“Live it. Learn it. Love it.” The Zoological Society of Milwaukee (ZSM) used that theme last year to recruit new members because we’ve found that those steps are how people come to appreciate animals and conservation. They enjoy visiting live animals at the Milwaukee County Zoo. They seek to learn more about wild creatures and how to protect them. They develop a bond with the Zoo. The theme must have worked. The last fiscal year we brought in more than \$4.3 million in Zoo Pass memberships (more than in 2006-07) from 11,800 new Zoo Pass members and 40,612 renewing members.

The ZSM helps make the Zoo a place to love. Every year we raise funds to add something new to the grounds. Last May we opened a new flamingo exhibit and a new entrance to the Zoo. Called the U.S. Bank Gathering Place, the new entrance was the last of nine projects in a \$30.5 million public-private capital campaign, run by the ZSM with Milwaukee County, to improve the Zoo. The ZSM raised a total of \$15,513,958 since the campaign started in 2001. The ZSM also recruits sponsors so the Zoo can offer attractions such as the MillerCoors Seal/Sea Lion Show. We run an Annual Appeal to add Zoo enhancements. Last year the appeal brought in \$191,598 from donors for the U.S. Bank Gathering Place, for new animal-identification signs and for benches throughout the grounds. Also, our animal-sponsorship program brought in more than \$192,000 last year from 2,672 animal sponsors for direct support of the Zoo’s animals. Our total Zoo support in 2007-08 was almost \$6.3 million.

The ZSM’s \$8.8 million in revenue, detailed on page 23, included \$717,651 from our Platypus Society members. Sponsors and grantors, including Serengeti Circle members, helped us provide numerous programs, events and education classes. Our 510 active Zoo Pride volunteers donated 37,379 hours to the Zoo and ZSM last year. We’ve added more videos, podcasts, and activities connected with our publications to our Web site, and we have our own YouTube channel. We’ve made our two bird guides available as free downloads from our site. Our conservation programs received a lot of media attention as the ZSM and its partner, the Foundation for Wildlife Conservation, Inc. (FWC), capped its international Birds Without Borders-Aves Sin Fronteras® (BWB-ASF) project by publishing a major guide for Wisconsinites on how to help conserve birds. Our bonobo-conservation programs also have been in the news.

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 2007-2008’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:

I. Birds Without Borders – Aves Sin Fronteras®, our international bird conservation-research-education project, published “The BWB-ASF

Recommendations for Landowners: How to Manage Your Land to Help Birds (Wisconsin, Midwest, and Eastern United States edition).” This guide summarizes five years of field research in Wisconsin and years of follow-up data analysis. In September 2008, we began distributing printed copies (starting in Land O’ Lakes, Wis.) and made a free download available on the ZSM’s Web site; go to www.zoosociety.org/wilandowner.



■ *Conserving bonobos in Africa and at our Zoo (left) is a big part of the Zoological Society’s conservation mission.*

BWB-ASF staff participated in several events, both for scientists and the general public. In October 2007, BWB-ASF International Coordinator Vicki Piasowski was the banquet speaker and helped present an owl-banding demonstration at the Inland Bird Banding Association meeting in Ozaukee County (Wis.). In February 2008, BWB-ASF staff participated in Wehr Nature Center’s BirdFest in Franklin. In April 2008, Piasowski spoke to the Wisconsin Metro Audubon Society at Wehr. In May, at the Zoo’s International Migratory Bird Day celebration, BWB-ASF staff “banded” about 300 children as part of the Migration Game. In September 2008, BWB-ASF staff gave presentations and a bird-watching walk in Land O’ Lakes. Also, both Wisconsin and Belize staff authored a poster presentation at the Association of Zoos and Aquariums Conference in Milwaukee in September. The poster, subtitled “Involving Landowners in Belize and Wisconsin in Bird Conservation,” discussed both the Wisconsin and Belize bird guides that BWB-ASF has published. In Belize, BWB-ASF staff distributed 378 printed copies of the Belize and Mesoamerica edition of the guide and 540 summary brochures to environmental groups, schools, libraries, landowners, collaborators, tour guides, businesses, and individuals (schools and tour guides use it as a reference book). The Belize guide received 43,521 page views during the first seven months it was available on the ZSM’s Web site. Some people report using it to make decisions about which plants to preserve, protect or introduce on their property.

Conservation programs in Belize focused on the 6,125-acre Runaway Creek Nature Preserve (called a Reserve in Belize and abbreviated RCNP), which is owned by the FWC in partnership with the ZSM. The programs, most managed by university researchers and done in collaboration with the BWB-ASF Belize staff, included: 1) **Tracking jaguars and pumas** on RCNP. From January through Sept. 30, 2008, nine different jaguars were photographed, five jaguars and three pumas were radio-collared, and three more pumas were tagged. The FWC also supported jaguar rehabilitation at the Belize Zoo and helped arrange transfer of a jaguar to the Milwaukee County Zoo. 2) **Studying, for the second year, the ecology and sociology**

of spider monkeys on RCNP in a project run by University of Calgary (Canada) researchers with BWB-ASF staffer Stevan Reneau, a Belizean who is an associate research fellow (funded by a grant from Larry and Cindy Law and University of Calgary). 3) **Expanding a study on mercury levels in birds to mercury in bats.** 4) **Starting surveys for carbon-unit analysis** on RCNP and neighboring lands as a potential fund-raiser. 5) **Making another significant archeological find on RCNP:** a second cave with Maya paintings in spring 2008 (an earlier cave was found in 2005).

2. Wild bonobos: Dr. Gay Edwards Reinartz, ZSM conservation coordinator, gave five presentations in Wisconsin in fiscal year 2007-'08 on the ZSM's Bonobo and Congo Biodiversity Initiative (BCBI) and its ongoing efforts to protect and conserve bonobos, a highly endangered ape found only in the Democratic Republic of Congo (DRC). She made two trips this past year to Etate, the ZSM's research station in DRC, delivering guard salaries, equipment, and an annual supply of fuel for the motorized anti-poaching patrol. She and the ZSM team brought tools, supplies, seeds and three pirogues to villages near Etate participating in the agricultural cooperative the ZSM helped set up. The agricultural program has succeeded as villagers grew disease-resistant manioc, and, for the first time, upland rice. In the field, the team expanded guard surveillance around Etate by 100 square kilometers, including a nearby area where major poaching was occurring. As part of our ongoing community-outreach efforts, the ZSM continued to support schools near Etate by providing teacher salaries and teaching materials. In March 2008, the ZSM hosted a meeting in Kinshasa, DRC, for bonobo researchers to draft a new action plan for bonobo conservation in the DRC's Salonga National Park (Dr. Reinartz co-edited and the ZSM published the first action plan in 1995). Dr. Reinartz wrote a series of eight "Dispatches from the Field" reports on BCBI, published in Milwaukee's Shepherd Express newspaper.

3. Captive bonobos: The population of bonobos at North American institutions was 86 as of Sept. 30, 2008, an increase of two from 2007. Ten institutions are part of the Association of Zoos and Aquariums (AZA) Bonobo Species Survival Plan (SSP), headed by Dr. Reinartz. The SSP cooperates with the European Endangered Species Programme (EEP), which manages 85 bonobos in 9 European zoos. Globally, the bonobo has the smallest captive population (171)

of all great apes. The June 2008 Bonobo SSP meeting in Milwaukee drew 30 SSP or EEP representatives from 12 institutions (including two from Europe) to discuss bonobo breeding, care and management.



Photo by Margo Pectanac

■ *Zoological Society summer camps drew nearly 12,000 attendees in 2008.*

4. Amphibians, birds, reptiles: Since the 1998-'99 year, the ZSM has given \$161,223 to Zoo-staff research on Humboldt penguins in Chile and at our Zoo (\$4,277 in 2007-'08); and \$65,337 to research on endangered rattlesnakes (\$3,876 in 2007-'08). Last year, also, the ZSM supported Zoo staff conducting research or conservation in the field, including \$9,000 for research on the Butler garter snake in southeastern Wisconsin; \$6,000 for frog research in Grenada; \$2,500 for Blanchard cricket frog research in Wisconsin; \$2,741 for iguana research and conservation in Jamaica and on Grand Cayman Island; \$1,000 for piping plover conservation in Michigan; \$2,000 for a whooping crane recovery program and another \$620 for a study of crane blood-handling techniques; and \$65 for ornate box turtle release in Wisconsin.

5. Gorillas, elephants, black rhinos, tigers & other international animal projects: In joint ventures with the Foundation for Wildlife Conservation, Inc. (FWC), the ZSM provided \$15,000 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. In joint projects with the Zoo, the ZSM gave \$2,250 for cotton-topped tamarin research in Brazil; \$2,000 to elephant conservation in Tanzania; \$2,000 to tiger conservation

in the Russian Far East; \$2,000 to a tree-kangaroo study in Papua, New Guinea; \$1,000 for fuel-efficient stoves and tree planting in Uganda; \$500 to help transport a jaguar from Belize to Milwaukee; and \$500 toward an apes-cognition study.

EDUCATION

Outstanding programs, an impressive education building and key support to the Zoo through providing classes and camps – these aspects of the Zoological Society's education mission drew praise in 2008. By offering extensive education programs nearly year-round, the ZSM helps the Zoo qualify for national accreditation by the Association of Zoos and Aquariums (AZA). That five-year accreditation was achieved in September 2008 at the AZA national convention in Milwaukee. A keynote speaker there praised our Animal Ambassador programs, which last year reached more than 2,500 elementary-school students from diverse backgrounds, exposing them to careers in the sciences and to wildlife conservation. Other conference attendees admired the ZSM's eight-classroom facility, its prominent position at the front of the Zoo, and our summer camp program (highlighted in an AZA session on camps, hosted by ZSM's Conservation Education Department). ZSM 2008 camps drew 11,982 participants: 8,925 children and 3,057 parents in a record 507 camp sessions.

The Animal Ambassador program, in its 19th year, served students from 21 schools, many in economically disadvantaged neighborhoods. Nearly 1,200 graduated in June after learning how they and their families could help endangered wildlife. Thanks to corporate, foundation or civic-group sponsors for each school, the program reached 601 second-grade students and 597 third-grade students at 12 schools, and 1,166 fourth-grade students at 21 schools. An additional 264 students in five schools with smaller classes experienced a modified program.

Summer camps: Children who normally couldn't afford to attend summer camps came to our camps, thanks to support from U.S. Cellular, an anonymous donor, the Peters Foundation and Milwaukee County's Safe Alternatives for Youth fund. We served 416 children from seven neighborhood and community centers. Our summer college intern program provided 20 students (including three teaching interns) hands-on job training, thanks, in part, to generous support from the Alice Kadish Foundation, the Antonia Foundation and an anonymous donor.

September-May programs:

We served 14,013 people in individual child or parent-child classes. During our fiscal year, 22,868 schoolchildren learned about animals and science through ZSM-run programs at the Zoo or presented at schools. An additional 112,377 schoolchildren used the Zoo as a science laboratory on field trips and had ZSM curriculum available to them during self-directed tours. Programs for schoolchildren were funded in part by gifts from the Ladish Company Foundation; U.S. Cellular; A.O. Smith Foundation, Inc.; Brady Corporation; Mortgage Guaranty Insurance Corporation; Orth Charitable Lead Trust; Posner Foundation; and Badger Meter Foundation.



Visitors could pet leopard sharks at the Sting Ray & Shark Reef summer exhibit, sponsored by Sundance Vacations.

ZOO SUPPORT

Our public-private partnership with Milwaukee County included ZSM support of almost \$6.3 million in several areas. The ZSM acquires sponsors for most of the Zoo's major events and attractions, and its 2007-'08 direct cash sponsorship support to the Zoo was \$313,133. The ZSM also gave direct cash support to Zoo exhibits, including \$197,473 (\$703,806 over two years) to build the flamingo exhibit and \$64,457 for the 2008 summer touring exhibit: Sting Ray & Shark Reef, sponsored by Sundance

Vacations. Zoo Ball, sponsored by American Airlines & American Eagle, raised over \$514,000, and the 19th Annual MillerCoors Birdies and Eagles Golf Tournament raised over \$106,000. In all, Zoo Ball, the golf tournament and other special events run by the Associate Board raised more than \$838,430. In addition to Zoo support through education and conservation programs and events, the ZSM provided graphics support through a Creative Department of five artists and promoted Zoo events and projects through ZSM publications, 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 (\$180,270) and for veterinary and pathology residents from the University of Wisconsin-Madison to work at the Zoo (\$23,671).

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

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SERENGETI CIRCLE

FISCAL YEAR 2007-2008

Hundreds of companies, foundations, and groups contribute each year to the Zoological Society's mission. They sponsor Milwaukee County Zoo exhibits, education programs at the Zoo and off site, research projects ranging from birds to bonobos, special events at the Zoo such as Behind the Scenes Weekends, and fund-raisers such as Zoo Ball. Thanks to all these contributors:

PRICELESS Zoo Pride

- Zoo and Zoological Society events and programs

\$100,000-\$999,999

Anonymous

- Bonobo & Congo Biodiversity Initiative

\$50,000-\$99,999

The Lynde & Harry Bradley Foundation

- General Operations

FOX 6

- Family Free Days

MillerCoors

- 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*

Sundance Vacations

- Summer Exhibit: Sting Ray & Shark Reef

World Wildlife Fund - U.S. (part of Congo Basin Forest Partnership)

- Bonobo & Congo Biodiversity Initiative

\$20,000-\$49,999

American Airlines & American Eagle

- Birdies & Eagles Golf Tournament*
- Playhouse Raffle*
- Puttin' on the Ritz*
- Super Summer Raffle*
- Zoo Ball*

Anonymous

- Bonobo & Congo Biodiversity Initiative
- Student Intern Program
- Programs for Disadvantaged Youth
- General Operations

Antonia Foundation

- Animal Ambassador Program
- Student Interns
- Birds Without Borders - *Aves Sin Fronteras*®

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- Zoological Society Membership & Marketing Support*

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- Birds of Prey and Friends Show
- Birdies & Eagles Golf Tournament Carts

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- Sky Safari

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M&I Bank

- Seasonal Zoo Brochures

National City

- Zoomobile

North Shore Bank

- Family Free Days
- Safari Train

Northwestern Mutual Foundation

- Playhouse Raffle
- Zoo Ball Entertainment

Penzeys Spices

- Carousel

Roundy's Supermarkets & Pick 'n Save

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

U.S. Cellular

- Animal Ambassador Program
- Digital Entryway Signs
- Programs for Disadvantaged Youth

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\$10,000-\$19,999

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- Birds Without Borders - *Aves Sin Fronteras*®

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- General Operations

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- General Operations

FM 106.1

- Ride on the Wild Side*

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New electronic information signs sponsored by U.S. Cellular display animal and event information at the Milwaukee County Zoo's indoor entrance, the U.S. Bank Gathering Place, which opened in 2008.



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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 2007-2008 fiscal year, 384 businesses, foundations and individuals in our community were active Platypus Society members. Through their generosity and philanthropic leadership, which provide unrestricted operational support, the Zoological Society continues to carry out its mission to conserve wildlife, educate the public, and support the Zoo.



Platypus Society members James Godsil (left) and Louis Fortis are in-kind donors to the Zoological Society's Bonobo and Congo Biodiversity Initiative (BCBI). This array of conservation programs for the bonobo, a highly endangered great ape, includes a research station in Africa's Democratic Republic of Congo. Fortis is publisher of the Shepherd Express newspaper in Milwaukee. Godsil is an activist and owner of Milwaukee's Community Roofing and Restoration, Inc.

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The preceding list is comprised of all friends contributing to the *Platypus Society* from October 1, 2007, through September 30, 2008.

2006-2007 ANNUAL APPEAL

The Zoological Society of Milwaukee's Annual Appeal raises money to support the Milwaukee County Zoo. In the 2007-'08 fiscal year our appeal included support for the new Zoo indoor entryway, the U.S. Bank Gathering Place; for new animal-identification signs throughout the Zoo; and for benches that visitors can use. Below are listed people who donated \$100 or more to the Annual Appeal:



Rosalie & Donald Uebelacker stand at the Humboldt penguin sign they dedicated to their late son, Steve Uebelacker, a longtime Zoo Pride volunteer who passed away in 2008. Supporting new animal signs at the Zoo was part of the Zoological Society's Annual Appeal.

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 Richard & Cheryl Thibert
 Chris & Melissa Thompson
 Keith A. Tomlinson
 Judy & Ray Treinen
 Richard Tyk
 Caroline Tyson
 Ted & Michelle Uezen
 Rosalie & Donald Uebelacker
 John Vander Bloemen & Lisa Dew
 Robert & Janet Veda
 William J. Volkert
 Richard & Elaine Wagner
 Wal*Mart
 Ann B. & Robert W. Walker
 Mrs. Roy I. Warshawsky
 Ellsworth Wattawa
 Larry & Amy Weiss
 Mark & Anne Weitenbeck
 Christ J. Wenzel
 Kirk & Amy Westfahl
 Terri Wetzel
 Michael & Casey Wiczorek
 Linda & Paul Williams
 Paul & Kathy Wunsch
 Imogene M. Wyckoff
 Dr. Craig Young & Dr. Sharon
 Busey
 Jeffrey A. Young
 James A. & Claudia Youngquist
 Judith A. Zambon
 Dan & Nicole Zautis
 Dennis & Robin Zdroik
 John Zellmer
 Z.F. Electronics Corporation
 R. Douglas & Sharon Ziegler
 Gene & Sandy Zimdars
 Hilda Zoeller

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 2007-'08 fiscal year, 2,672 people participated in the Zoological Society's Sponsor an Animal program, raising \$192,000 for all the animals at the Milwaukee County Zoo. Following are sponsors who supported animals at the \$250 or above level:

Carl & Jeanie Ahrens
 Kelly Balliet
 Carol & Richard Bayerlein
 Debbie & Edward Conrad
 Marilyn Corlew
 Thomas Demke
 Robert Dohmen
 The Dyer Family
 Robert Gaiswinkler

Thomas & Mary Ann Gordon
 Steven & Teresa Herbst
 Scott Jackson
 Carrie & Jake King
 Thomas Kunath
 Paul & Margaret Larson
 Michael Lasser
 Ruth Lawson
 Tricia & Jim Leissner
 Phyllis Luff

Mother of Good Counsel -
 4th Grade
 Wade Mueller
 Lea & Brian O'Day
 Palmyra Elementary School
 Susan & Ben Pepper
 Roberta Psichulis
 Susan & Stephen Ragatz
 Daniel & Michou Reichelsdorfer

Barbara Reimer
 Sheree Reiningger
 Cornelia & John Riedl
 Sisters of Holy Nativity
 Judy Sodemann
 Lowell Warshawsky
 Steve Weber
 Wisconsin Jaguars Ltd.
 Pat Wolfe

FINANCIAL SUMMARY

ZOOLOGICAL SOCIETY OF MILWAUKEE COUNTY (ZSM) - YEAR ENDING SEPTEMBER 30, 2008

SUPPORT & REVENUE

MEMBERSHIP DUES

from all Zoological Society
and Platypus Society members\$5,044,245

CONTRIBUTIONS

toward projects and specific programs \$852,250

SPECIAL EVENTS/PROGRAMS/ SPONSORSHIPS

including animal sponsorship, Zoo Ball, education,
ZSM and Zoo special events and sponsorships \$2,191,499

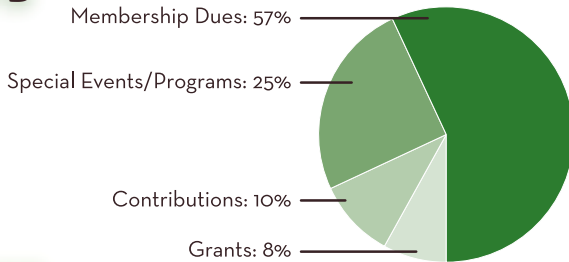
INTEREST INCOME \$14,847

GRANTS \$736,178

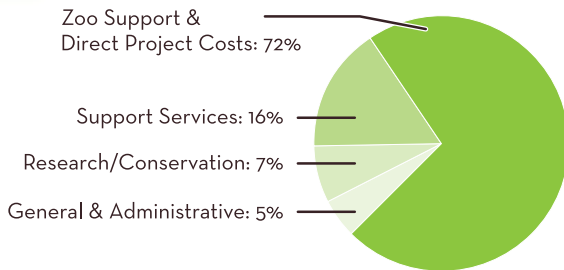
TOTAL SUPPORT & REVENUE

\$8,839,019

RECEIPTS



EXPENSES



COST OF SUPPORT AND REVENUE (Support Services)

MEMBERSHIP DUES

Expense of providing benefits to all Zoological
Society and Platypus Society members\$845,156

SPECIAL EVENTS/PROGRAMS

Expense of providing and promoting ZSM
special events/programs \$475,143

TOTAL COST OF SUPPORT & REVENUE (Support Services)\$1,320,299

EXPENSES

DIRECT PROJECT COSTS

Expenses relative to projects
and specific programs \$72,177

ZOO SUPPORT

Expense of providing, promoting and supporting education,
graphics, and conservation programs, special exhibit projects,
and ZSM and Zoo special events; reimbursing the Zoo for
all membership events; parking for Zoo Pass Plus;
and coupons \$6,122,742

RESEARCH/CONSERVATION

Expenses relating to state, national and international
programs supporting species preservation \$551,842

GENERAL AND ADMINISTRATIVE

Expenses relating to daily ZSM operations \$395,712

TOTAL EXPENSES \$7,142,473

TOTAL COST OF SUPPORT, REVENUE AND EXPENSES\$8,462,772

2007-2008 SUMMARIES

ZSM CASH-FLOW SUMMARY

Cash & cash equivalents at start of the year \$628,698
Cash & cash equivalents at end of the year \$1,120,240
Net increase in cash & cash equivalents \$491,542

CAPITAL CAMPAIGN PROJECTS SUMMARY

Revenue 2007-2008 \$254,196
Expenses for U.S. Bank Gathering Place new
Zoo entryway (current & reserve funds used) \$5,216,519

Help the PENGUINS

- A Splastingly Good Idea

ENJOY A CLEARER VIEW OF THE MILWAUKEE COUNTY ZOO'S HUMBOLDT PENGUINS. HELP US REMODEL THEIR HABITAT WITH BETTER WINDOWS FOR VIEWING.

PLUS:

- WATCH PENGUINS WADDLE UP NEW WALKWAYS ON THEIR ROCKY HILL, JUST AS THEY WOULD DO IN THE WILD.
- GET A DIFFERENT ANGLE ON THESE BIRDS: TUNE INTO TWO WEB CAMS, WITH VIEWS OF THEIR NESTING AREA AND OF THEIR OUTDOOR EXHIBIT.
- SEE THEM SWIM IN A CLEAR-GLASS POOL.

Give TO THE ZOOLOGICAL SOCIETY'S 2009 ANNUAL APPEAL, AND YOU'LL GET A WHOLE NEW PERSPECTIVE ON THESE BIRDS.

THE NEW TAYLOR FAMILY FOUNDATION HUMBOLDT PENGUIN EXHIBIT OPENS IN 2010.

**waddle
you do to help?**

TO CONTRIBUTE TO OUR ANNUAL APPEAL: VISIT OUR WEB SITE AT www.zoosociety.org OR CALL US AT (414) 258-2333.

ALL DONATIONS ARE TAX-DEDUCTIBLE.*

Photo of swimming penguin by Richard Brodzeller
Penguins on rocks: stock photo

*To comply with WI Statute Section 440.455, a financial statement of the Zoological Society will be provided upon request.

10005 W. Blue Mound Rd., Milwaukee, WI 53226
www.zoosociety.org

