

ALIVE

ZOOLOGICAL SOCIETY OF MILWAUKEE COUNTY • SUPPORT • EDUCATE • CONSERVE •

SUMMER 1989



by Dr. Gilbert K. Boese



On the cover of this issue, you will notice that ALIVE has a new masthead which incorporates the Society's mission—**support, educate and conserve.**

The Society has been supporting the Milwaukee County Zoo since it was officially chartered in 1910 and before. We have donated millions of dollars throughout the years to purchase animals, and to create new exhibits and facilities. In the last six years alone, the Society has given over \$11 million in zoo support. To help create "Our New, New Zoo"—the capital master improvements plan—the Society is contributing nearly \$13 million. Together with a \$12.5 million contribution from Milwaukee County, improvements, such as the Peck Welcome Center, under water viewing of the polar bears, and the great ape complex are, or will become, realities. This private/public partnership will ensure the Zoo a place of prominence in the future.

The Zoological Society has always been keenly aware of its need to educate children and their families. To respond to the needs of families with pre-school children, the Education Department developed a pre-school program which won the 1983 American Association of Zoological Parks and Aquariums National Education Award; and a 1986 National Association of Counties Award. The Society's Education Department will serve nearly 200,000 children this year alone through organized school groups and offers many education programs for people of all ages—from pre-school workshops to adult seminars. They actively recruit children and adults to become involved with the Zoo through their outreach programs, such as the "Paper Zoo" and "Animal Mask-erade."

The Society's Zoo Pride volunteers enhance the Society's education programs by conducting tours for school groups, and explaining the operation of the Dairy at the Stackner Heritage Farm. They also provide narration about the elephant management program, and operate the "Remains to be Seen" carts to provide animal education to Zoo visitors. Zoo Pride volunteers assist with the Animal Adoption program, staff information booths and assist with special events.

Today, the extinction rate for wildlife is 50 times greater than it was during the age of dinosaurs. Donations from nearly 24,000 members have allowed the Society to help slow this alarming trend by contributing to numerous local, national and international conservation projects. Society dollars have funded research in the captive breeding of rhinos. We have also participated in efforts to reintroduce the Barn Owl and Trumpeter Swan to the State of Wisconsin, and funded a Howler Monkey sanctuary in Belize.

With your help, the Zoological Society is able to fulfill its important mission by continuing its involvement in world-wide conservation efforts, expanding its excellent education program and maintaining its support for one of the best zoos in the United States.

ALIVE MAGAZINE

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of Milwaukee County

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Special Events Heat Up the Summer and Cool Down the Fall

June was an exciting month for the Zoo with Jim Fowler's visit for Conservation Weekend and the Lecture Series, given by our own Zoo staff. Overall, the month was extremely successful and a great way to kick off the summer.

Moving along, August arrives on the zoo scene and once again on its menu is that Famous Feast with the Beasts, the Sentinel's Milwaukee a la Carte. The dates to toss your diets aside are August 17 through 20. You have all day and night to eat and enjoy because the Zoo is open from 9 a.m. to 10 p.m. each day of the event. Now in its fifth year, stretching to include over 30 restaurants, and four stages of entertainment, a la Carte

promises to be even more "fattening" than ever!

As the days begin to cool down, September brings a celebration for those special seniors in our lives. It's Senior Celebration and the important day is Friday, September 8. Special activities are planned for the entire day, beginning at 9 a.m. and ending at 4 p.m. This event is cooperatively sponsored by Aurora Health Care, the Zoological Society of Milwaukee County, and the Milwaukee County Zoo.

September 16 and 17 will be a week-end of beauty and creativity with the Harvest Zoobilee Art Show. Walk through the Zoo while nibbling on a taffy apple

purchased from one of the farmer's stands or meet some of the artists who will be on hand selling and exhibiting their creative works.

Stay tuned for our next issue of *Alive* where ghostly details await you on our Halloween Spooktacular Event, the Dungeon of Darkness, and the Fuji Costume Fun Run. The Zoo, along with Zoo Pride and the Nari Home Improvement Council have been busy working on expanding the Dungeon of Damess as well as the McDonald's Pumpkin Patch. The month promises to be filled with plenty of spooky fun.

Jason Goes to "Zoo School"

by Georgia Wright

This is an important day for Jason. Jason has just turned four years old and he's been waiting a long time to go to "Zoo School" like his older sister before him. He puts on his favorite "zoo" shirt and anxiously waits for that moment when his mom says, "It's time to go to the zoo."

As Jason and his mother walk through the zoo to the Education Center, Jason's attention is drawn to some interesting creatures swimming in a pool. They stop for a moment to look at the animals and Jason asks, "What are those, Mom?"

"They're Humboldt Penguins, Jason. You're going to learn all about penguins today at Zoo School."

Jason is greeted at the Education Center by the teacher, a Zoological Society employee named Margaret Purcell. He says a quick good-bye to Mom as he puts on his name tag and joins the other children that are patiently waiting for the workshop to begin.

Jason listens tentatively to Margaret as she shows pictures and presents information to the children about penguins. The children share a lot of information about penguins and other important things with the group like, "My grandpa has a lot of ducks on his farm" and "I have a dog named 'Charlie' at home."

After everyone has had a turn to talk, it is time to begin the classroom activities for the day. Jason decided to go to a table where children were making a penguin card out of construction paper and sticky tape. "Find a place to sit, Jason. You can make the penguin with us", says one of the Zoo Pride volunteers. "I really like your Zoo t-shirt, Jason. I'm glad you wore it to the Zoo today." Jason quickly gets involved making his project and proudly shows his finished penguin to the volunteer. "You did such a nice job, Jason. Would you like to do another activity?" Jason picks an area in the room where another child is putting on a black and white costume. "I'm a penguin," says the child, "Watch me waddle like a penguin!" Jason tries on a costume and the two "penguins" waddle around the room together. Jason spent the rest of the hour finishing other penguin projects that he will take home to show his family.

After Jason and the other children have finished eating their penguin cookies and milk, the teacher divides the children into small groups. Jason goes with a group that is lead by his "favorite" volunteer. "We are going to visit the Humboldt Penguins and meet the zookeeper who takes care of them," says the volunteer. "When we get to the exhibit, we will be able to watch the zookeeper feed the penguins and go behind the exhibit to see where they live."

The zookeeper is waiting for the children when they arrive. Jason watches closely as the birds gracefully dive into the water and jump up on the rocks. As the zookeeper feeds the penguins, he explains how penguins swim in the water and what they eat.



Photo by Mike Nepper

Jason is the first in line to enter the back of the exhibit. "What is that?" Jason says. "It's a fish called a smelt. That's what I was feeding the birds," says the zookeeper. Jason explores the little rooms in the exhibit area where the birds lay their eggs. He watches as the zookeeper prepares the food for the next day's feeding. Then it is time to return to the Education Center to meet his mother.

Jason gathers his belongings and his penguin masterpieces and runs over to his favorite volunteer for a hug good-bye. "See you next month. I'll be coming back you know. I'm four years old now," said Jason.

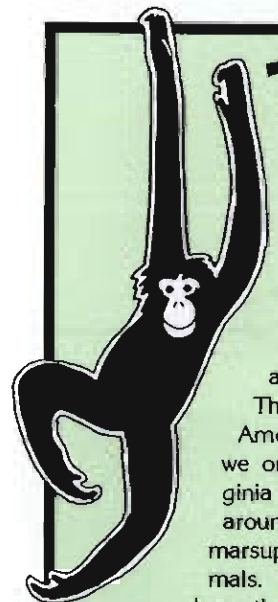
Jason and his mother start their walk back to the car. "Did you have a good time, Jason?" asks his mother. "It was great!" replies Jason. "What did you learn about penguins?" asks his mom. "I don't know!" says Jason.

As they pass by the entrance of the zoo, Jason runs over to the Humboldt Penguin Exhibit and exclaims, "Mom, did you know that penguins can't fly. They swim in the water and eat fish."

"That's really interesting, Jason! I didn't know that."

Jason was one of 400 four and five year old children who participated in the Education Department's preschool workshops last year. The 2-1/2 hour workshops are held each month during the school year. The programs are designed to offer a variety of activities that encourage children to gain an appreciation for the animal kingdom and build a foundation for later learning. One essential component of the program is to offer the children a close-up view of the animals featured each month. For workshop registration information refer to the Education Page.

Georgia Wright is preschool coordinator of the Zoological Society's Education Department.



THE CURIOUS CORNER

Why do opossums hang upside down?

Nine year old Amanda Beay of Dousman is curious and wants to know. There are 75 species of American opossums, but we only have one, the Virginia or common opossum, around here. Opossums are marsupials or pouched animals. When opossums are born, they are so tiny (less than a hundredth of an ounce) that they must have a safe place to go until they are big enough to get along in the world. That safe place is mom's pouch where they will live for about 70 days after they are born.

When I was about nine years old, I hurt myself when I fell out of a tree. I was going to eat lunch in a big tree so I put my sandwich and a can of soda pop in my backpack. As I stood on a high limb and leaned against the trunk, I tried eating the sandwich while I held the soda. Well, I slipped and fell to the ground. A opossum spends a lot of time in the trees, so its prehensile or grasping tail really comes in handy. If I would have had a prehensile tail, I could have held on with my tail while I ate my sandwich and I wouldn't have fallen. That's just

what a opossum does! It holds on with its tail while it uses its hand to hold food or reach for another branch.

So don't try to eat your lunch in a tree this summer unless you are a opossum. Instead, visit the Zoo's small animal petting area in Stackner heritage Farm and meet Pogo, the Zoo's opossum.

Why can't ostriches fly?

Eight year old Katie Loga of Cudahy is curious and wants to know.

The ostrich is the largest living bird and a big male can weigh over 300 pounds! The largest flying bird is the Trumpeter Swan which can weigh up to 38 pounds. When a Trumpeter Swan stretches its wings out, they measure eight feet from tip to tip. Can you imagine what kind of wings an ostrich would need to get off the ground?

It takes an awesome amount of energy for a bird to fly. Because flying is so expensive, birds don't just fly for fun; they usually fly to find food or escape from predators. Ostriches live in the African grasslands where there's lots of grass and few trees. They eat seeds, flowers, shoots, and leaves so they don't need to fly to find food. They can run almost as fast as a racehorse so they can get away from most predators. If they cannot get away from a predator, they can defend themselves by kicking with

their powerful legs and long claws. Since they don't need to fly, they don't fly.

The next time you come to the Zoo, find the ostriches in the African Water-hole Exhibit. Then find the Trumpeter Swans on Lake Evinrude and compare the largest FLYING bird in the world to the largest bird in the world.

Why can't I pet the tigers?

Three year old Nevada Myers-Wesley of Milwaukee is curious and wants to know.

The tigers at the Zoo are wild animals. Wild animals do not know that you are not going to hurt them when you try to touch them. So they use their sharp teeth and claws to protect themselves if you get too close.

When you see a racoon or a opossum or any other wild animal, you can look at it but don't get too close! If it is frightened, it may try to protect itself with its teeth and claws.

If you are a curious person, age 12 or younger, who has a question about animals or the Zoo, write to "The Curious Corner", c/o *Alive* Magazine, 10001 W. Bluemound Rd., Milwaukee, WI 53226. If your question is selected for publication, you will receive an inflatable Jungle Giraffe. The three foot tall animal includes fun facts about the giraffe. It retails for \$15.00.

WHAT'S GNU

Springtime at the zoo is synonymous with birth and change. It is a time when many temperate climate species give birth, and it is also a time when last year's babies are transferred to other zoos.



photo by Mike Nepper

So far this spring, four Japanese macaques have been born on Monkey Island. In the Krause Exhibit, a Humboldt Penguin has hatched. Six pairs of Humboldts have laid eggs and three of these are expected to hatch young very soon.

Two tayra pups, a male and a female, were born at the animal hospital. Tayras resemble martens or fishers and range from southern Mexico to South America. The mother tayra, normally exhibited in the Small Mammal Building, was moved to the hospital in order to minimize disturbance to her during birth. This is the first successful tayra birth recorded for our zoo.

Another significant birth with a less happy ending was that of a snow leopard. The female infant lived less than one day. It was born to a young and inexperienced

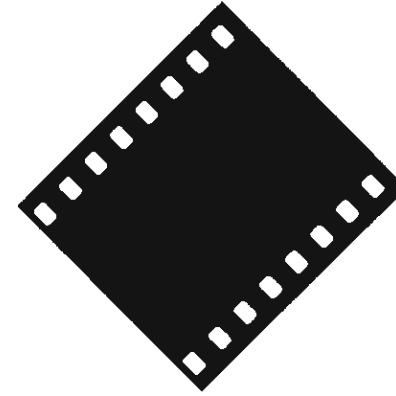


pair of snow leopards of rare bloodlines. Because the mother exhibited normal maternal behavior, zookeepers are optimistic about the survival of future litters.

The animal Winter Quarters has several new babies including another baby male camel. This is the third male born to parents Katie and Gobi. Jewel, their first offspring, has recently been shipped to the Chicago Zoological Park, Brookfield. A male greater kudu, two male impala and one female and two male Thomson gazelles were also born in this area.

A female Malayan tapir, weighing 28 pounds, was born at the Elephant West Building. The Aquarium/Reptile Building acquired several Parson's chameleons, a large chameleon from Madagascar. The Aviary received its fourth pair of Trumpeter Swans recently and more Golden-breasted Starlings.

Milwaukee County Zoo was the first zoo in North America to successfully breed siamang. The father of this significant first and five subsequent offspring was known as "Unk". He was the oldest known siamang in captivity, and he will most likely hold this longevity record for a long time to come.



Picture Perfect Photos

The Milwaukee County Zoo announced the winners of its fifth annual Photo Contest on Sunday, May 7. There were over 300 photos entered in the Photo Contest, each one capturing a special look of an animal at the Zoo. The Photo Contest was sponsored by Kodak Film, WMIL Radio, and American Airlines. Thanks to everyone who sent in photos.

Gary Rudek's prize-winning photo is featured on the cover of this ALIVE.

1989 Photo Contest Winners

May 7, 1989

- 1st PLACE - **Gary Rudek**
Green Tree Python
- 2nd PLACE - **Ron Kemke**
Ruffed Lemer
- 3rd PLACE - **Christine Frank**
Humboldt Penguin
- 4th PLACE - **Gary Rudek**
Basilisk Lizard
- 5th PLACE - **Donna Brumfield**
Red Phase Screech Owl

HONORABLE MENTIONS

- Ramon Lucht - Polar Bear
- Ron Lemke - Flamingo
- Gary Lenine - Prehensile Tailed Porcupine
- Jeff Tamms - Grizzly Bear
- Jim Larkin - Cotton Top Tamarin



Second Place



Third Place



Fourth Place



Fifth Place

New Address for Zoological Society

Although the Zoological Society of Milwaukee County remains on the grounds of the Milwaukee County Zoo, it now has its own new address. This address will begin to appear on our stationary, flyers and other publications as new stock is ordered. Please address all correspondence to:

Zoological Society of Milwaukee County
10005 West Bluemound Road
Milwaukee, WI 53226

Art Gallery Benefits Zoological Society

On May 13, 1989, the Tory Folliard Gallery hosted a special art show to benefit the education and conservation program of the Zoological Society. The gallery show included animal sculpture, trompe l'oeil furniture, jewelry, paintings and ceramics by 25 artists from all over the country. Of special interest to the Zoo crowd were the whimsical clay and wood animals by Todd Warner and found-object animal sculpture by Leo Sewell.

The Tory Folliard Gallery is located at 6862 N. Santa Monica Boulevard in Fox Point. The gallery features contemporary art by regional and national artists. Gallery shows include indoor/outdoor sculpture, paintings, ceramics, jewelry and furniture.



The Changing Mission of the Zoo and the Society

by Gilbert K. Boese, Ph.D.

When the Zoological Society was chartered in 1910, its purpose, as written in the Articles of Incorporation, was to raise funds primarily for "the acquisition of animals to be donated by the corporation to said Zoo." Up until the last two decades, most zoos, including the Milwaukee County Zoo, tried to expand their animal collection as much as possible by purchasing unusual and exotic animals. The Society and County not only purchased animals, but sometimes accepted direct donations of animals—often exotic birds which pet owners no longer wanted.

Prior to the late 1960's, it was thought that there was plenty of wildlife to go around. Zoos were consumers of exotic

animals, paying large sums to animal dealers for unusual animals which would, hopefully, attract large crowds to their institutions. There was little research on the care of zoo residents—and little need for it since animals could quickly be relaced from the wild. The focus was simply on keeping animals alive. Births were unplanned and rare.

The situation began to change in the early 1970's when the zoo world began to realize that there was not an inexhaustible supply of wildlife. The encroachment of man on the natural habitats of many creatures was beginning to have a devastating effect on many species. As human population in many areas of the world began to dramatically increase,

more and more land once used for grazing and hunting by wild animals, was needed for domestic farming and ranching. The growing need for lumber and the use of modern equipment decimated many large natural forest areas which began to take a toll on countless species.

In response to this critical situation, national and international legislation was enacted to help preserve wild animals and their habitats. During these times, the Milwaukee County Zoo and the Zoological Society began to focus on wildlife conservation and education.

Over the past several years, with government grants and private support from the Zoological Society, Zoo staff has conducted veterinary and conservation research on the care and propagation of exotic animals. An award-winning Education Department also funded by the Zoological Society, was developed to educate Zoo visitors. Once simply a place to exhibit a menagerie for the public's enjoyment, the Zoo has become a center for conservation, research and education.

Advances in zoo architecture were made in response to the new focus on animal conservation and propagation. One can recall many zoo exhibits with bathroom-like cages that looked nothing like the animals' natural environment. After the Milwaukee County Zoo moved to Bluemound Road, animal enclosures were much improved.

The widely praised predator-prey yards of the Milwaukee County Zoo offer good examples of how modern zoo exhibits offer stimulating and interesting environments for captive animals. Predators, such as lions or hyenas can observe zebras, gnus and other natural prey across moats. With increased space and room to exercise, the animals remain healthy and are more inclined to exhibit natural breeding behaviors.

To further the needs of the Zoo, the Society and Milwaukee County launched a Capital Campaign in 1986. Jointly funded by the Society and Milwaukee County, the Capital Improvements Master Plan will be used for the expansion and enhancement of animal and visitor facilities. The new Great Ape Facility will consist of a tropical rain forest where visitors will enjoy the exotic environment of gorillas and bonobos. The two story facility will immerse both visitors and animals in a rain forest of western Africa.

The renovated aviary will give flight to many beautiful birds with a complete hall devoted to penguins. There will be a new free flight hall where visitors will have a tree-top perspective; and a shore bird exhibit incorporating the action in the ebb and flow of a tide. In this new environment, the Zoo expects to successfully breed numerous endangered species of birds.

In addition to an improved physical plant, other advances have been made to better care for the Zoo's animal collection. A number of years ago, an animal management program was initiated at the Zoo. Advances in veterinary medicine and improved clinical programs allowed the Zoo to institute sound breeding programs.

The Zoo also developed accurate census records. It participates in the International Species Inventory System

Species Survival Plans (SSP's) maintain high genetic diversity in captive animal populations. It is hoped that some of these animals, such as the snow leopard pictured here, will become the nucleus for reintroduction of certain species into the wild.



photo by Greg Anton

(ISIS) which collects data on zoo animals throughout the world; and in ARKS (Animal Record Keeping System) and MedARKS (Medical Animal Record Keeping System), a computerized system for veterinary records.

The Milwaukee County Zoo is fortunate to have two of the programmers responsible for the development of the MedARKS program on staff. Dr. Andy Teare, senior staff veterinarian, worked with ISIS on the initial development of the program. Cyd Mayer, current ISIS MedARKS programmer, is based at the Zoo. Her position is supported by the Zoological Society.

There are Animal Acquisition plans in place to help collect animals more knowledgeably. These plans consider the availability of facilities and staff to care for the animals, and the need for conservation and breeding of a particular species.

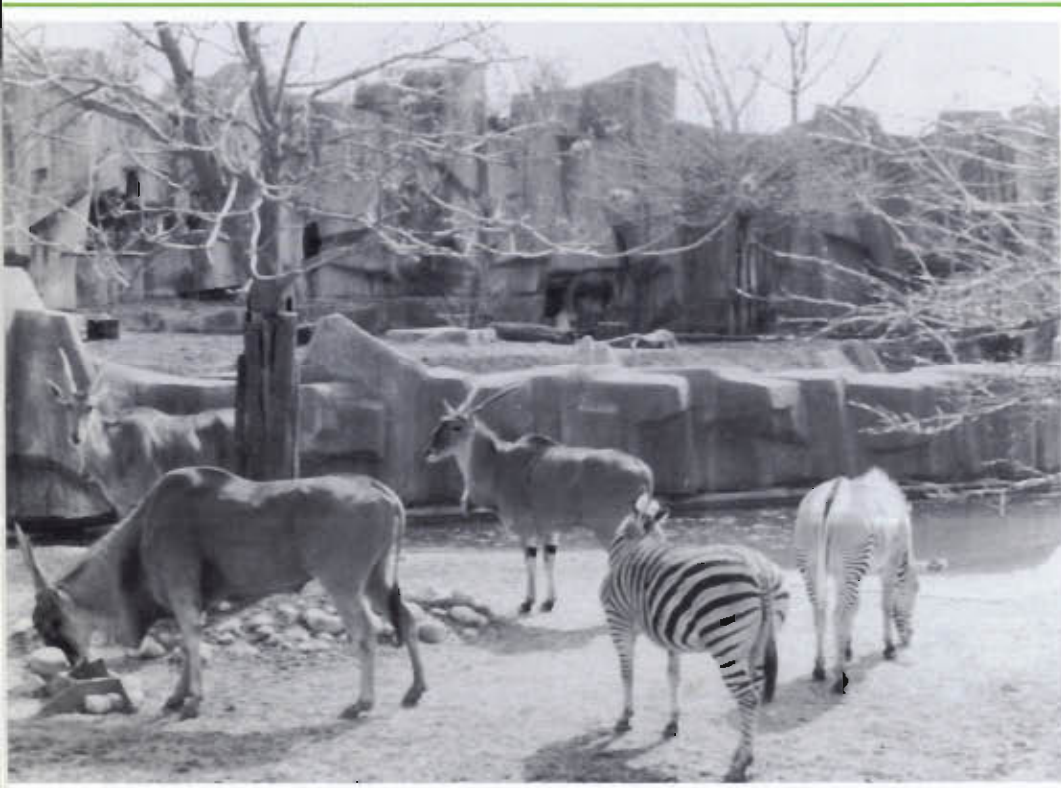
Because the Milwaukee County Zoo is an outstanding facility, it meets the criteria to be an accredited member of the American Association of Zoological Parks and Aquariums (AAZPA). Zoos must be accredited with AAZPA to be eligible for animals and to participate in national and international conservation. Zoos or aquariums are obligated to reach high institutional standards in animal exhibition and husbandry, visitor education and services, conservation programming and research. Once a facility is

accredited, it is subject to reaccreditation every five years. The Society's support of education and a volunteer program ensure that the Zoo will continue its AZZPA membership.

To further the role of zoos and aquariums in conservation, the AAZPA launched the concept of a master breeding plan which became known as the Species Survival Plan or SSP.

In essence, the SSP provides that all zoos housing a particular species should develop in a consortium to plan the genetic survival of the animals through maximized species diversity. All participating zoos commit their species holdings to the group plan for five years. No animals are bought and sold, loaned or transferred unless the activity conforms to the SSP program.

With the aide of sophisticated data systems, zoos not only achieve genetic diversity, but increase the birth rate for some endangered species. It's now common for one zoo to lend their animals to another institution for breeding purposes. The Milwaukee County Zoo currently has lowland gorillas at the National Zoo, in Boston, Fort Worth, Chicago, Salt Lake City and Texas on breeding loans. The Zoo is privileged to be involved in an SSP for the bonobo. There are less than 80 of these animals in captivity in the world. The Zoo's new Great Ape Facility, scheduled to open in 1991, will include



Zoological Society file photo

The widely praised predator-prey exhibits at the Milwaukee County Zoo offer naturalistic settings for the Zoo's animals.

large, naturalistic exhibits for both the lowland gorilla and bonobo. Both groups of these endangered great apes were purchased by the Zoological Society of Milwaukee County. It is hoped that this new exhibit will increase the breeding potential for these rare species, by allowing them to live in natural social groupings. The facility will also have observation areas whereby behavioral research will be conducted to increase our knowledge of these animals.

A recent donation from the employees of Miller Brewing Company to the Zoological Society has allowed the Zoo to become involved in a very critical breeding program—that of the black rhino. The Society has used the Miller money to



Photo by Mike Nepper

The elephant management program facilitates the care and treatment of the animals. The elephants are trained to lift their feet on command which aids the keepers in administering the foot care necessary for the animals' health and well-being.

support conservation of the black rhino in Zimbabwe. In return, the Zimbabwe government has entrusted the Society with a breeding pair of black rhinos. The animals will be transferred to the Milwaukee County Zoo for a long term breeding program.

With a grant from the Institute of Museum Services and funds from the Zoological Society, the Zoo has become a leader in reproductive studies of rhinos. Milwaukee County Zoo is the only institution in the world to have successfully collected semen from an Indian rhino and we have more than 60 samples in long-term storage. The results of these studies

are being used by zoos throughout the country.

The goal of many breeding programs is to reintroduce species back into their natural habitats. Working with the Wisconsin Department of Natural Resources and with funding from the Zoological Society, the Zoo maintained four breeding pair of Bam Owls in an off-exhibit facility. All 76 offspring were released into the wild. The Zoo, Society and the Wisconsin Department of Natural Resources entered into a cooperative program to re-establish Trumpeter Swans in the state. All cygnets hatched at the Zoo in an incubator donated by the Zoological Society will be released to the recovery program.

The Society, in its commitment to species survival and habitat conservation, has become the sponsor of two projects in Belize, Central America. A howler monkey sanctuary receives major operational and development funding from the Society. Grass roots education of the children of Belize is made possible through Zoological Society support for an outreach program at the Belize Zoo and Tropical Education Center.

Another important mission of the Zoo and the Society is outreach education. With other zoo professionals, Zoo staff offers instruction to Third World zoo managers. The Society has funded Milwaukee County Zoo animal staff's participation in a cooperative program with the National Zoo, the "Overseas Zoo Training" program. Zoo staff members have gone to Brazil and Guatemala as instructors for this program. While in these countries, the instructors present information on up-to-date zoo management techniques to curatorial, veterinary and management staff members of Third World zoos. Usually 30 students from 10-15 zoos attend the three week program.

The program uses many demonstrations and hands-on projects as teaching tools. Projects undertaken during the class in Brazil in November and December, 1988, included demonstrations of bird banding techniques, the use of laproscopic examination in sex determination of parrots, design of a new False Gavia breeding facility and exhibit, and testing of a new anesthetic for use in primates.


To maintain its accreditation with AAZPA, the Milwaukee County Zoo and the Society are committed to providing educational opportunities to the 1.6 million people who come to the Zoo each year.

Zoo visitors are educated informally by

signage found in front of many exhibits. They can learn about the plight of many vanishing species and discover interesting facts about the animals' habits. Interactive computer games and hi-tech displays expand visitors' knowledge of nutrition and the dairy industry in the Dairy Complex within the Stackner Heritage Farm.

The Society's Education Department offers a number of formal educational programs for children and adults. Recently, there have been alarming studies which indicate that children are not receiving an adequate science education. The Society is helping to stop this trend by offering its well-designed curricula to children from pre-school through high school age. There are summer camp programs whereby children can spend a fun day at the Zoo—and participate in exciting and stimulating learning experiences. The Education Department also offers teacher workshops and adult seminars.

Zoo Pride, the volunteer affiliate of the Society, is an integral part of the organization's educational programs. They manage the "Remains to be Seen" carts, offering visitors a hands-on experience using animal artifacts. Volunteers conduct school tours and explain the operation of the Dairy at the Stackner Heritage Farm. They also provide narrations about the Zoo's elephant management program and answer questions in front of The Great Ape Escape, an outdoor facility for the Zoo's lowland gorillas. Zoo Pride has roving tour guides in eight areas of the park to answer questions from the public. Trained volunteers lead VIP behind-the-scenes tours for high school students and other groups.

With the change in focus to conservation and education, zoos today are vastly different institutions than there were only 20 years ago. As the Milwaukee County Zoo has evolved from a consumer to a conservator of wildlife, the Society has also changed its mission. Although it still donates funds for animal purchases and new exhibits, it also supports numerous conservation and research projects, and provides educational opportunities for the 1.6 million plus Zoo visitors each year. As the needs of the Zoo change, and our knowledge of animals and their care expands, the focus of the Society will also change. However, the Society will continue to support the Zoo, educate the people, and work to conserve wildlife and their habitats as is clearly stated 

Green Bay Packers and Chicago Bears: "Eagle" Eyes for the Zoological Society

The Chicago Bears and Green Bay Packers will face each other in head-to-head competition once again. On July 31, former Packer and Bear greats will return to Milwaukee for the Pro-Am Enterprise Golf Tournament to benefit the Zoological Society of Milwaukee County. Thirty professional football players will participate in this one-day event, including Ray Nitschke and Ted Albrecht. You are invited to play golf with one of these pros in an 18 hole modified handicap scramble.

The event includes a celebrity driving contest, brunch, 18 holes of golf with a celebrity, and a dinner/auction for \$300 per person. Or, bring your family and friends for the dinner/auction only for \$40 per adult and \$20 per child. Hosted by Revie Sorey, the auction will

feature many unique Packer-Bear memorabilia items such as footballs signed by Super Bowl players from both teams, and basketballs signed by Michael Jordan.

Proceeds from the event will be used for the renovation of the sea lion exhibit at the Milwaukee County Zoo, which will help educate Zoo visitors by providing a new dimension when viewing these animals. Underwater viewing and a new overlook for surface viewing will be added. The support facility will be upgraded to improve the holding area and filtration system. Since sea lions are aquatic mammals—spending a great deal of time under water—this new exhibit will allow visitors to share in the wondrous experience of observing these unique animals in their natural environment.



Sign me up!

Make checks payable to:
Zoological Society of Milwaukee County
c/o Pro-Am Enterprises
10503 N. Cedarburg Rd.
Mequon, WI 53092

- Sign me up to play golf (\$300)
 Sign me up to play a golf foursome (\$1,200)
 Sign me up for dinner/auction only (\$40/adult; \$20/child under twelve)

Contact me!

- I want to volunteer
 I want to donate items for the auction
 I want to be a sponsor

Name _____

Company Name _____

Address _____

City/State _____

Day Phone _____

Players' Names _____ Handicap _____

Detach and send to the above address. Acceptance of foursomes and individual spots will be on a FIRST COME-FIRST SERVED BASIS, so don't delay. **No rain date.**

Sales tax is included in the amount of the ticket. Your contribution less \$75 for golf and dinner or \$25 for dinner only is a donation to the Zoological Society.

Society Salutes Marquette Electronics

The Zoological Society is proud to have Marquette Electronics as the only "platinum" member of the Platypus Society.

The Marquette Electronics Foundation, Gerald Reiser Chairman, has led the way in setting philanthropic standards within the community. It supports the international snow sculpting competition at Winter Fun, the Charles Allis Art Museum, Skylight Comic Opera, Mt. Mary College, Alverno College, Milwaukee Symphony Orchestra, UWM, the Milwaukee Public School System, Milwaukee Achievers Remedial Reading Program, the Milwaukee Ballet, Channels 10 & 36, and the Zoological Society of Milwaukee County.

Under Jerry Reiser's leadership, Marquette Electronics Foundation skillfully and artfully brings different community organizations together. For example, 1988, the foundation supported an appearance by famed paleoanthropologist, Richard Leakey jointly sponsored by the UWM Foundation and the Zoological Society of Milwaukee County. Recently, Marquette Electronics Foundation sponsored an appearance by the UWM Symphony Orchestra hosted at the Zoo by the Zoological Society. Thousands of Zoo visitors benefitted from the generosity of Marquette Electronics Foundation. Marquette Electronics Foundations sponsors the Milwaukee Symphony's Keyboard

Concerts at the PAC, and recently sponsored a Keyboard Concert at the Milwaukee County Zoo to benefit Zoo Pride, a 680 member volunteer group which donates 50,000 hours of time to the Zoological Society each year. The Foundation will bring this outstanding pianist back to the Zoo for the Platypus Society Dinner, honoring the Society's Corporate/Patron members, on September 21.

Jerry Resider and Marquette Electronics Foundation believe that local organizations should work together to broaden the horizons of all citizens, thus improving the quality of life in Milwaukee.

Platypus Society Membership: Protect Wildlife and Enrich Humanity

You are invited to join the Platypus Society Corporate/Patron program of the Zoological Society of Milwaukee County. Your annual commitment will benefit the Zoo and its 1.7 million annual visitors.

Platypus Society benefits include: gold membership cards which permit admission to the Zoo for one year; recognition on the Corporate/Patron donor page in *ALIVE*; Bi-Annual Corporate/Patron newsletters; premiere showings of new Zoo exhibits; VIP Behind-the-Scenes tours at the Zoo; Bronze Platypus Sculpture for \$2,500 and above donors; an elegant enchanting twilight Platypus Society Dinner at the Zoo on Thursday, September 21; Zoological Society Committee involvement; and your name proudly displayed on the Corporate/Patron Recognition Board at the entrance of Wisconsin's #1 tourist attraction.

Your association with the Zoo will be a successful investment in our community. For more information, please call Bev Greenberg at 258-2333.

PLATYPUS SOCIETY MEMBERSHIP

Corporate/Patron Name _____

Address _____

Phone _____

Individual Designee _____

| Patron Membership | Corporate Membership |
|------------------------|---------------------------|
| _____ \$500 | _____ \$1,000 |
| _____ \$1,000 | _____ \$1,500 |
| _____ \$1,500 | _____ \$2,000 |
| _____ \$2,000 | _____ \$2,500 (Silver) |
| _____ \$2,500 (Silver) | _____ \$5,000 (Gold) |
| _____ \$5,000 (Gold) | _____ \$10,000 (Platinum) |

10,000 PLATINUM CORPORATE

Marquette Electronics Foundation
Beck Carton Corp.
Bucyrus-Erie Foundation
Central Control Alarm Corp.
Evan & Marion Hellfer Foundation
Northwestern Mutual Life Insurance Company

2,500 SILVER CORPORATE

Applied Power Fdn.
Beatrice Cheese Inc.
Georgia-Pacific Corp.
Chr. Hansen's Laboratory
Heller Foundation, Inc.
Henri's Food Products Company, Inc.
Johnson Controls Foundation
D. Kurman Company
Intrepid Corp.
Little Caesar's Pizza
MGIC Investment Corp.
Marshall & Ilsley Bank
Milwaukee Insurance
The Milwaukee Journal/Milwaukee Sentinel
Paper Machinery Corporation
Remus Catering
Ruby Chevrolet/Olds/Buick/Pontiac & Cadillac
A.O. Smith Foundation
Stackner Family Foundation
Sundance Photo, Inc.
Time Insurance Company
WITI-TV6
Wiscol, Inc.
The Ziegler Foundation

2,000 CORPORATE

Kalmbach Publishing
Tamarack Petroleum Co., Inc.
Wisconsin Energy Corporation

1,000 CORPORATE

A.B. Data, Inc.
ATM Test Sieves, Inc.
Art Newman, Inc.
A to Z Party Rentals
A to Z Printing Co., Inc.
Donald & Barbara Abert Fund
Aladdin Label, Inc.
Aliota & Co.
Allen Bradley
American Express Foundation
Andrae Electric
Ashley Foundation
Associated Commerce Bank
Automated Systems, Inc.
Badger Meter Foundation
Badger Truck Center
Bayshore Clinical Laboratories
Boston Store
The Burgmeier Company
C&H Distributors
Capitol Stampings Corp.
Charter Hospital of Wisconsin
Chempac, Inc.
Consolidated Papers Foundation, Inc.
Cramer-Krasselt
Creative Food Service
The Gretchen & Andrew Dawes Endowment
Delzer Lithograph Company
Derse Foundation
Eastman Kodak Company
Eaton Corporation
Edwardo's Natural Pizza Restaurants
Elect-Wire Corporation
A.J. & F.H. Ellinger Fdn., Inc.
Essential Chemicals Corp.
Eye Care Specialists, S.C.
Falk Corporation
First Bank Foundation, Inc.
First Financial Savings Association
First Wisconsin Foundation, Inc.
The Fox Company, Inc. Lithographers
Fruit Ranch Market, Inc.
Gerttron Corporation
Edward E. Gillen Co.
Great Lakes Marketing
Great Lakes Vet. Clinical Lab

Grede Foundation
Grunau Company, Inc.
Wauwatosa Savings & Loan
West Bend Company
Whyte & Hirschboeck, S.C.
Wisconsin Bell, Inc.
Wisconsin Packing Company
Arthur Young
Zimmer Thomson Associates, Inc.
IBM Corporation
Industrial Electric Wire & Cable
In-Place Machining Co.
J.H. Collectibles, Inc.
Carol Janet Diamond Imports
Jacobs & Riches, Inc.
Jefferson Smurfit Corp.
Jefferson Transport Service
Johnson Brass & Machine Foundry
Kahler Slater Torphy Architects
Kahn's Clothing
Klein Metal Finishing, Inc.
Klement Sausage
Koss Foundation
Kraft Mueller Food Service
Charles A. Krause Foundation
Otto L. Kuehn Co.
La Joy Restaurant Corp.
Lappin Electric
Larry's Brown Deer Market
Leslie Paper Foundation
Lurie Companies, Inc.
Manpower Foundation, Inc.
The Marcus Foundation
The Marine Foundation, Inc.
Maxine Interior Plantscapes, Inc.
Maxon Industries
Megal Development Corporation
Miller Brewing Company
The Milwaukee Brush Mfg. Co.
Milwaukee Electric Tool Corp.
Milwaukee Northside Warehouse, Inc.
Milwaukee Valve Company
Monarch Corporation
Morse/Diesel Milwaukee
Mueller Food Service
National Business Furniture
William W. O'Brien, Inc.
Olsten Temporary Services
Orion Corporation
PH Orth Co.
Pabst Brewing Company
Mark Pasch Ltd.
Pepsi-Cola Bottling Company
The Perlick Company, Inc.
Peterbilt of Wisconsin, Inc.
Pepperpower Foundation
Pillar Corporation
Quad/Graphics, Inc.
RTE Corporation
Reinhart, Boemer, VanDeuren, Norris & Rieselbach, S.C.
Remond Foundation
Reyon Construction
Ritus Rubber Corp.
Robertson Ryan & Associates
D.G. Robinson Co., Inc.
C.G. Schmidt, Inc.
Scott, Inc.
M.M. Schranz Roofing, Inc.
Seven UP/Royal Crown Cola/
Dr. Pepper Bottling Co.
Silverbird Lanes/Silverbowl Corp.
Split Rail Foundation
Stein Garden Centers, Inc.
Sierens McDonald's Rest. Group
Sunshine Enterprises
Taylor Electric
Trade Press Publishing Company
Tri City Bank
Gihlein Electric Co., Inc.
Universal Foods Corporation
Usinger Famous Sausage
Valuation Research Corporation
Kurt Van Engel Commission Co., Inc.
The Video Station
Viter Foundation, Inc.
WICOR, Inc.
WISN-TV

WOKY/WML
R&B Wagner, Inc.
Wauwatosa Savings & Loan
West Bend Company
Whyte & Hirschboeck, S.C.
Wisconsin Bell, Inc.
Wisconsin Packing Company
Arthur Young
Zimmer Thomson Associates, Inc.

5,000 PATRON

Alice Bertschy Kadish

2,500 SILVER PATRON

Leon & Bonnie Joseph
Bill Borchert Larson
Jacquelyn Larson
Bernard & Miriam Peck
John Taylor

1,500 PATRON

James A. Steinman

1,000 PATRON

Howard E. Alcorn
Nancy Balcer
Walter & Rosalie Carson, Jr.
Mrs. John Cleaver
Edwin Colman
Stephen & Wendy Dearholt
Mr. & Mrs. Thomas Field
Richard & Ellen Glaisner
Edward & Mary Grede
Ethel Hockerman
Rheinhold & Beverly Hugo
Alan J. & Karen P. Katz
James Kieckhefer
George LaBude
Bettie & David Melzer
Bill & Sandi Mooney
Albert O. Nicholas
Dorothy Ross Pain
Donald & Mary Peterson
Sidney Plotkin
Richard, Jr. & Peggy Raney
Gertrude Elser Schroeder
Allan H. & Suzanne Selig
Mrs. Willis G. Sullivan
Mr. & Mrs. James I. Uihlein
Mrs. Robert Uihlein
Margo & Jack Winter
Donald & Rosemary Zellmer
Bernard C. Ziegler II

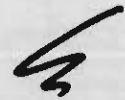
500 PATRON

Calvin H. Baker
Kathleen Bornett
Janine Barre
Ronald Beckman
James D. Bell
Dr. & Mrs. Allan Berger
Esther I. Blom
Art Brazy
Genevieve Brock
Thekla P. Brumder
John Campbell
Kenneth Carlson
George & Sally Chandler
William, Jr. & Priscilla Chester
Steve & Lynne Clavette
Christin Clark Cleaver
Mrs. Colet Coughlin
Fred Cramer
Kay Cullen
Ross H. Dean
Cliff & Ann Doerr
Thomas Doerr
Thomas I. Dolan
Susanna Darenbos
Dr. & Mrs. Gerald Dorros
Herbert Elliott
Robert Elliott
David & Linda Epstein
Ralph & Gertrude Findley
Mary B. Finnigan
James D. Friedman
Carl O. Friend
Larry Gellman
Leonard A. Gentune, Jr.

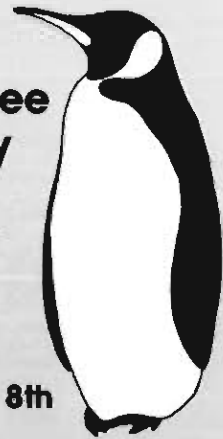
Edward O. Gerhardy
Mrs. Benjamin Gjenwick
Joseph Goldberger
Robert Goldberger, M.D.
Sandy & Leonard Golden
G.L. Gosewehr
Martin J. Greenberg
Don Greenebaum
David S. Gronik, Jr.
John Hazelwood
Robert Hills
James H. Hoffman
Madeline J. Howard
R. Robert Howard
Dr. Leander R. Jennings
Jeffrey C. Kasch
Jonathan & Marilyn Kay
Ted Kellner
Pat & Joan Kerns
Allen C. Koepke
Jullily Kohler
Dr. Michael C. Kubly
Frank & Betty Kullman
Thomas Lathrop
Eugene F. & Gwendolyn Lavin
Gordon & Jean Lee
David & Carole Leer
Don & Pam Levy
Donald J. & Ruth Lewis
Melba & Carl Louke
Douglas M. MacNeil
Irwin Maier
Claire D. Marks
Eugene Martin
Quinn & Jane Martin
Garrett McIntosh
D.F. McKeithan
Mrs. Douglas E. McKey
Keith Miller
William Murgas
Paul Oberbreckling
Diane O'Connor
John Oster, Jr.
Andrew Owsiak
Kenneth & Karen Parelson
Jodi Peck & Les Weil
Joan Plick
Richard J. Podell
Bill & Mary Ann Pollock
Isabelle Polachek
Walter Ratai
Jack Reicht
Lois Reid
Lance Reymiers
Robert & Marion Rice
David L. Ritz
A.D. Robertson
Beth Rudell
Barbara & Morris Sable
Allen & Vicki Samson
Barry & Judy Sattell
Heinz Scherzer
Charlotte & Bill Schield
Joseph F. Schoendorf, Jr.
Jan K. & Ruth Sedivy
Joseph Sileno, Jr.
Gene E. Soldatos
Jill E. Spanbauer
Gary & Marley Stein
Mrs. Leon Stein
Martin F. & Barbara Stein
Lorraine Straszewski
James Taylor
Peter J. Teller
Miles Theunich
Jim & Sharon Tolkan
Mrs. Albert Trostel, Jr.
Thomas & Priscilla Tuschen
Herman A. Uihlein
James & Joan Urdan
William D. VanDyke
Bob & Rose Vohl
Judge & Mrs. Jeffrey Wagner
Lowell Warshowsky
Bob & Marian Wierman
Robert & Joyce Weiss
Allen W. Williams, Jr.
J.O. Wright

SENIOR CELEBRATION

At the
Milwaukee
County
Zoo



Friday,
September 8th



- Free admission for all Seniors
- Complimentary Coffee and Doughnuts
- Entertainment throughout the park featuring:
 - Ray Neumann's Senior Big Band
- Complimentary Popcorn courtesy of Tri City National Banks
- Animal Bingo
- Medicare/Insurance Farm Assistance by Freedom 55/65 Program Staff
- Health Screenings by nurses and physicians from St. Luke's Medical Center Sinai Samaritan Medical Center and Geriatrics Institute Masonic Diagnostic and Treatment Center and the Visiting Nurse Corporation

Join us for a
fun-filled day!!!!



Sponsored by:

St. Luke's Medical Center
Sinai Samaritan Medical Center
Zoo Pride
Milwaukee County Zoo



Aurora Health Care

ZOO PRIDE

Senior Celebration

A special day for Seniors will take place at the Milwaukee County Zoo on Friday, September 8. Zoo Pride is pleased to announce that Aurora Health Care will again sponsor this fun-filled event.

Aurora Health Care is the non-profit parent company of the two largest medical centers in Wisconsin: St. Luke's Medical Center on Milwaukee's south side and Sinai Samaritan Center just west of the downtown business and shopping district. The Aurora Health Care system also includes a network of neighborhood care centers throughout the metropolitan Milwaukee area.

Many activities have been planned for the day. All seniors will receive Free admission to the Zoo on September 8 and begin the day with complimentary coffee and doughnuts. Animal Bingo will again be a featured activity and the Animals in Action programs will be presented especially for our visiting seniors.

The sound of Ray Neumann's Senior Big Band will fill the air and complimentary popcorn will again be available thanks to the generosity of the Tri City National Banks. Special entertainment will be featured in the Peck Welcome Center and on the Famingo Cafe Patio.

Free health screenings will be provided by physicians and nurses from St. Luke's Medical Center, Sinai Samaritan Medical Center and Geriatrics Institute, the Masonic Diagnostic and Treatment Center, and the Visiting Nurse Corporation. The Sinai Samaritan Geriatrics Institute will also offer a special presentation entitled, "Aging Wisely."

These are just some of the wonderful activities in store for Zoo visitors during Senior Celebration. For more information, please contact the Zoo Pride office, 258-5667.

A Big Bear Hug

As we enter the busy summer season, Zoo Pride gratefully acknowledges the generous support we have received again this year from Tri City National Banks in their sponsorship of Teddy Bear Days, July 14th-16th. From the beginning of the event each day, which includes Breakfast with the Teddy Bear, to the culmination of the event in a Teddy Bear Contest and Parade, we truly appreciate the help and support of Tri City National Banks. We also owe our gratitude to our other sponsors of Teddy Bear Days. A special thank you to McCoy Contractors for, once again, providing the Teddy Bear Cookies for Zoo visitors. The Society to Prevent Blindness is also acknowledged for their participation with FREE vision screening for pre-schoolers during Teddy Bear Days.

And once again this year, the American Legion Post 537-Vietnam Club donated their time and materials to provide free finger printing of children. We are also grateful for the support of our new sponsors this year to Teddy Bear Days: WLUM; Graf's and Gilles generously donated Root Bear Floats with proceeds donated to the Operation Teddy Bear-We Care program for the Milwaukee Police Department; and McGlynn Bakeries made it possible for us to feature an old-fashioned CeleBEArty Pie Eating Contest.

The Zoo Pride organization truly appreciates the generosity of our sponsors. Their support truly enhances our programs and events. From all of us to all of you Thank You!

Zooper Parties

Plan your child's next birthday party at the Milwaukee County Zoo. Trained Zoo Pride volunteers conduct parties for children ages 5 years to preteens. Each party includes a personalized decorated cake, a beverage of your choice, a gift for each guest, plus a T-shirt for the guest of honor and a mini-tour of the Zoo.

Parties are offered every Saturday of the year with added weekdays during the summer months.

Please call Zoo Pride at 258-5667 for booking dates, prices, or additional information. Plan at least 10 to 12 weeks ahead of the special day.

Walking on the Wild Side

Zoo Pride is pleased to provide two different ways to view the Zoo . . . Our walking tours offer the opportunity to learn more about our animals while leisurely enjoying a walk through the park. Our VIP Behind the Scenes tours offer the opportunity for VIP's, 12 years of age or older, to walk in and around the animals exhibits and zookeeper work areas. Be sure to bring your camera as you experience the sights, sounds and smells of a Zoo in operation.

Reserved tours are conducted during regular zoo business hours and can be adapted to accommodate the size of your group.

Phone the Zoo Pride office, 258-5667, for more information and fees.

PACK YOUR BAGS

Galapagos Islands

The Zoological Society is very pleased to offer three destinations for your travel plans. These safaris have been personally planned by Dr. Gil Boese and each trip will be limited to 18 people.

Galapagos/Cusco, Machu Picchu departs **February 1, 1990**. This is a 15 day adventure with an optional five day extension in the Peruvian Amazon. The Galapagos Islands possess an untamed beauty and enchantment giving one the feeling of being on another planet. Although mere specks in the Pacific Ocean, these remote islands have emerged as one of the most significant biological wonders on earth. Due to their geographic isolation, a unique and colorful array of plant and animal life has evolved at the "crossroads of evolution."

Explore the moon-like landscape of the volcanic island, Baltra, with its spatter cones and lava tubes. Observe humpback and killer whales around Santiago. Visit small mangrove-lined lagoons on Rabida with its nesting pelicans, Blue-footed and Masked Boobies, and

flamingos; and sea lions on South Plaza. On your way to see the nesting sites for the Waved Albatross on Espanola Island, you are greeted by brightly colored red and green marine iguanas.

India

India Revisited departs **November 1990** with an optional extension to Nepal. Explore the game parks of India and learn of this amazing country's history through first-hand visits to many famous landmarks.

Africa

African Safari departs **February, 1991**, with destinations of Tanzania and



Rwanda. The safari features the migration of the Serengeti and the mountain gorilla of the Virunga Mountains.

The trips will be guided by Dr. Gil Boese, President of the Zoological Society. For more information, call Susan Hauke, Administrative Assistant, at (414) 258-2333.

Highlander Hosts an "Ace" of a Tournament

It was tennis at its best as pros and amateurs alike vied for the top spots during the third annual Highlander Bonobo Tennis Tournament which was held April 28-30. Proceeds benefited the Zoological Society of Milwaukee County.

Friday afternoon featured the first ever "Zoo Court" division, where Jay Robertson and Mike Kelly of Robertson-Ryan won top honors. The mixed doubles event, also held on Friday, was won by Sue and Rick Artz.

Amateurs and pros paid off on Friday evening for the Pro-Am tournament. The evening ended on a social note with dinner donated by Larry's Brown Deer Market.

Pros from throughout the state competed for top prizes in a WTA sanctioned tournament on Saturday. It came down to the wire on Sunday, as the team of Rick Vetter and Gary Taxman reclaimed their titles as the Highlander Bonobo Tennis Tournament Champs. In addition to their prize money, Rick and Gary also received

round trip airline tickets donated by American Airlines.

The Zoological Society thanks the Highlander Elite Fitness and Racquet Club of Brookfield and Kay Yuspeh for their continued support.

Sue Solig, co-chair of the Highlander Classic thanks Kay Yuspeh of the Highlander Elite Fitness and Racquet Club, for sponsoring the event by presenting her with a framed print of "The Last Rhino."



photo by Danyli Michaelis

Adopt a "Wild Child"

The next time you hear someone say their child is a real bear, believe them! If their children belong in a zoo, they are probably participants in the Zoological Society's Animal Adoption program.

Since 1982, the Zoo's collection of exotic animals has been available through the Animal Adoption program. For donations ranging from \$15 to \$1,000, children and adults alike receive an official adoption certificate, species fact sheet, and gift card. Adoptive parents' names are displayed for one year on our "All In the Family" recognition board. Also included is a special invitation to the annual Family Reunion Picnic, a private night offering animal demonstrations, live music, displays and an opportunity to speak with your animal's zookeeper. Donors at the \$200 and above level will be invited to take a behind-the-scenes tour of their adopted animal's exhibit.

The Society's 6,000 zoo parents extend across the United States and beyond. A boys' home in England proudly boasts their fatherhood of a Bactrian camel. One mother of Tammy, the Indian elephant, sent hay from her home in Switzerland. Still other animals receive birthday and Christmas cards from their parents.

The Animal Adoption program offers the opportunity for individual, businesses and school groups to become personally involved in the preservation of our collection of animals.

Wausau Child Care has adopted an animal for two years. "The children, ages two to six, are experiencing an awareness of the need for proper care of animals within special environments as well as in their natural habitats," says Cynthia Larson, Center Director of Wausau Child Care. "They baked cookies and sold them to friends and family to raise money for this project."

Other adoption participants include many schools throughout Wisconsin, Penguins Anonymous, the Milwaukee Lodge of Elks, RTE Corporation and the



photo by Dave Diener

photo by Donna Brumfield



photo by Mary Bugni

Sisters of the Holy Nativity, who have adopted a penguin on behalf of their Reverend Mother Boniface. "We're fondly known as penguins, the Reverend Mother explains. "Our community loves penguins because they are so comical, yet beautiful." The Sisters have also adopted an African lion for their bishop.

The Printery, formally known as Badger State Printing has been the parent of the Zoo's badger for several years. Recently, The Printery's clients received a badger mask and poem for Halloween. The mask was made from an actual photograph of their adopted animal. They also hosted a party in the Stackner Heritage Farm for their clients and employees so that "Bill"

the badger could be the guest of honor. "Bill the Badger" t-shirts and photographs were distributed.

Other adoptions have ranged from a poisonous snake given to an ex-boyfriend, owls presented to wise graduates, a bear to share a long distance hug, a stork for an expectant mother, and a tiger wishing a "roaring" success. The ideas are endless.

Contributions to the Animal Adoption program allow the Society to assist the Zoo in exhibit renovations, additions and general maintenance of animal exhibits. In turn, Adoptive parents receive satisfaction in knowing that they are helping the Zoo to maintain a top quality facility for generations to come.

MEMBERSHIP PERKS

Join the Wildest Club in Town



Enjoy family entertainment—365 days a year. Plus these benefits when you present your card and **drivers license**.

- FREE ADMISSION (includes your family if indicated).
- 10% DISCOUNT at all Zoo gift shops when you present your card.
- ALIVE subscription. Our fun and educational quarterly publication.
- NIGHT IN JUNE exclusive picnic for you and your family.
- BEAUTY AND THE FEAST annual program which hosts speakers for you and your family.
- SPECIAL MEMBERSHIP PREVIEW of new exhibits and rare animal acquisitions.
- FREE ADMISSION to 94 other Zoos and Aquariums in the United States and Canada. (See list below.)
- DISCOUNT on EDUCATIONAL PROGRAMS.
- Opportunity to join ZOO PRIDE, our volunteer organization, which lends support to a variety of Zoo programs.

Your donation is utilized in education & conservation programs, exhibit renovations, animal purchases, grounds improvements and special events.

ALABAMA

Birmingham Zoo
Montgomery Zoo

ARIZONA

Reid Park Zoo (Tucson)

ARKANSAS

Little Rock Zoological Gardens

CALIFORNIA

Charles Paddock Zoo (Atascadero)
The Fresno Zoo
Knowland Park Zoo (Oakland)
The Living Desert (Palm Desert)
Los Angeles Zoo
Sacramento Zoo
San Francisco Zoological Gardens

SANTA ANA ZOO

Santa Barbara Zoological Gardens

CONNECTICUT

Beardsley Zoological Gardens
(Bridgeport)

FLORIDA

Jacksonville Zoological Park
Central Florida Zoological Park
(Lake Monroe)
Miami Metro Zoo

GEORGIA

Chehaw Wild Animal Park (Albany)
Atlanta Zoological Society

ILLINOIS

Miller Park Zoo (Bloomington)
Lincoln Park Zoological Gardens
(Chicago)
John G. Shedd Aquarium
(Chicago)

GLEN OAK ZOO (PEORIA)

Henson Robinson Zoo (Springfield)
Schovill Children's Zoo (Decatur)

INDIANA

Fort Wayne Children's Zoo
Mesker Park Zoo (Evansville)
Potawatomi Zoo (South Bend)

IOWA

Blank Park Zoo of Des Moines

KANSAS

Emporia Zoo
Lee Richardson Zoo (Garden City)
Topeka Zoological Park
Sedgwick Co. Zoo & Botanical
Garden (Wichita)

KENTUCKY

Louisville Zoological Garden

LOUISIANA

Alexandria Zoological Park
Audubon Park & Zoological
Gardens (New Orleans)
Greater Baton Rouge Zoo
Louisiana Purchase Gardens &
Zoo (Monroe)

MARYLAND

Baltimore Zoo
Salisbury Zoological Park
MASSACHUSETTS
Franklin Park Zoo (Boston)
Veterans' Memorial Park & Zoo at
Buttonwood (New Bedford)

MICHIGAN

Binder Park Zoo (Battle Creek)
John Ball Zoological Gardens
(Grand Rapids)

DETROIT ZOO

Potter Park Zoo (Lansing)

MINNESOTA

Lake Superior Zoological
Gardens (Duluth)
Minnesota Zoological Garden
(Apple Valley)
St. Paul's Como Zoo

MISSOURI

Kansas City Zoological Gardens
St. Louis Zoological Park

DICKERSON PARK ZOO (SPRINGFIELD)

NEBRASKA

Folsom Children's Zoo (Lincoln)
Henry Dooley Zoo (Omaha)

NEW JERSEY

Turtle Back Zoo (W. Orange)

NEW MEXICO

Rio Grande Zoological Park
(Albuquerque)

NEW YORK

Buffalo Zoological Gardens
Burnet Park Zoo (Liverpool)
Ross Park Zoo (Binghamton)

SENECA PARK ZOO

STATEN ISLAND ZOO

ULICA ZOO

NORTH CAROLINA

North Carolina Zoological Park
(Asheboro)

NORTH DAKOTA

Dakota Zoological Society, Inc.
(Bismarck)

OHIO

Cincinnati Zoological Gardens
Cleveland Metroparks Zoological
Park
Columbus Zoological Gardens
Toledo Zoological Gardens

OKLAHOMA

Oklahoma City Zoological Park
Tulsa Zoological Park

OREGON

Washington Park Zoo (Portland)

PENNSYLVANIA

Erie Zoo
Gettysburg Game Park (Fairfield)
Philadelphia Zoological Garden
Pittsburgh Zoo

ZOOAMERICA NORTH AMERICAN

Wildlife Park (Hershey)

SOUTH CAROLINA

Greenville Zoo
Riverbanks Zoological Park
(Columbia)

TENNESSEE

Knowlton Zoological Park, Inc.
Memphis Zoological Garden
& Aquarium

TEXAS

Abilene Zoo
Buffalo Zoological Gardens

CALDWELL ZOO (TYLER)

Central Texas (Waco)
El Paso Zoological Society
Gladys Porter Zoo (Brownsville)

San Antonio Zoological
Gardens & Aquarium

UTAH

Hogle Zoological Garden
(Salt Lake City)

WASHINGTON

Woodland Park Zoological
Gardens (Seattle)

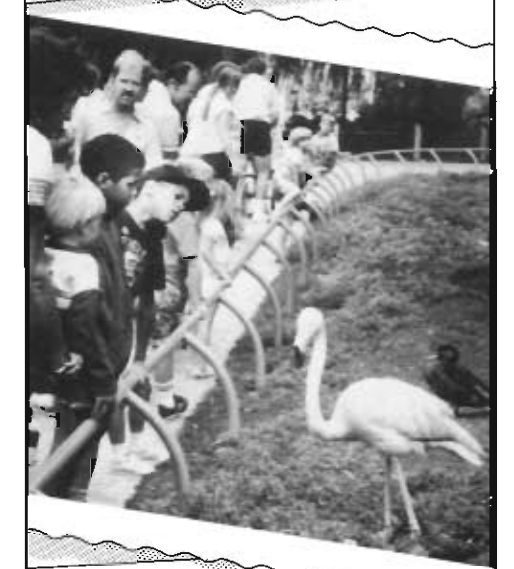
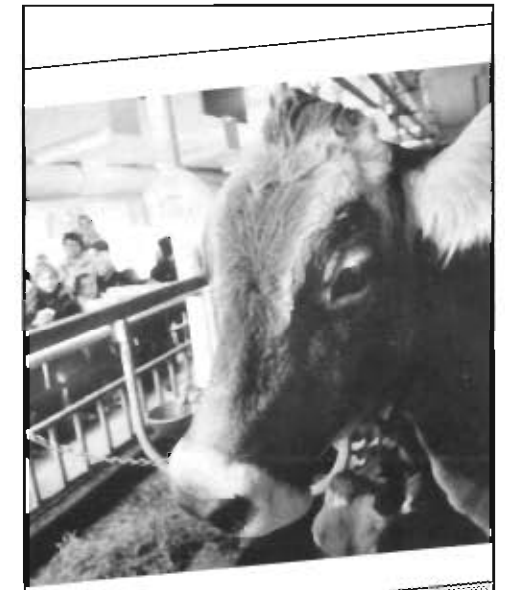
WISCONSIN

Henry Vilas Zoo (Madison)
Racine Zoological Gardens

CANADA

Calgary Zoo, Botanical Gardens
& Prehistoric Park

Jardin Zoologique de Granby, Inc.
Reptile Breeding Foundation



We had a wild time at the annual Beauty and the Feast. We ate, enjoyed music, listened to a speaker and visited the Zoo by star light. We're looking forward to this summer's Beauty and the Feast on July 19th."



Summer Camps Have Limited Openings

July and August still have some limited summer camp openings. These camp sessions are for youth from ages 4 to 14. If you would like a listing of what camps are still available, call 256-5421 for a registration form.

Fall Semester Preschool Workshops

Registration for the Fall Workshops begins in August for 4, 5, & 6 year olds (in kindergarten) and children ages 6 & 7 who are enrolled in first grade. To get your listing of workshop offerings, send a stamped, self-addressed, business size envelope to: Education Workshops, 10005 W. Bluemound Rd., Milwaukee, WI 53226, on or before August 10.

Fall Semester Three-Year-Old Workshops

This fall, the Education Department will be offering workshops for three year old children. One adult must accompany each child during the 1-1/2 hour program. Children will have an opportunity for a close-up view of the animal featured each month. A variety of classroom activities will be offered which will introduce the children to the wonderful world of animals. For program and fee information, send a self-addressed stamped envelope (on or before August 10) to: Zoological Society, Tiny Tots Workshop, 10005 W. Bluemound Rd., Milwaukee, WI 53226.

Family Workshop

A Family Workshop, "Animal Myths and Legends" is planned for Saturday, October 14. Times for the two-hour workshop are 10:00 a.m. and 1:00 p.m. Workshop fee is \$5.00 per family. (Parking is additional). Call 256-5420 for a registration form.

Kids Day Out

What are you going to do with your 6 to 10 year olds during Wisconsin State Teachers Conference October 26 & 27? The Society's Education Department has the answer! Enroll your child in our "Kids Day Out" program. The child can attend one or both days. The day's activities include arts & crafts, recreation, movies, lunch, a Zoo tour, and much more. You can drop off your child between 7:30 and 9:00 a.m. and pick them up between 3:30 and 5:00 p.m., based on your work schedule. Cost of Kids Day Out is \$15 per day for Society members and \$20 per day for the general public. If you would like to enroll your child in this new and exciting program, please send a stamped, self-addressed business size envelope to: Zoo Kids, 10005 W. Bluemound Rd., Milwaukee, WI 53226, on or before August 30. Enrollment per day is limited to 75 children.

Wealth of Beauty

On August 12 & 13, from 10:00 a.m. to 3:00 p.m., come to Heritage Farm and learn about formal planting, the natural woods, and the Heritage Garden. Families can also participate in a "hands on" planting project in the Activity Room of the Education Center. The program is free. Funding was made possible by Mount Mary College.

A Big "Mask-erade" Thank You

Were you one of the fortunate ones to visit the children's Animal "Mask-erade" Exhibit? Approximately 1,200 masks adorned the Peck Welcome Center and Dairy Complex during the month of June. The Zoological Society would like to thank the Nicholas Family of Funds, Teacher's Pet, and Book Bay, for making this exhibit a reality.



photo by Mary Thiny

Photography Workshops

"Twilight Animals through the Camera's Eye" is a two-part workshop to be offered Saturday, September 9 from 12:30-6:30 p.m. and concluded on September 16, 9:30-noon. Explore the world of time exposures and use of flash. The fee, which includes parking, is \$25.00 for Society members (\$30 for general public). Call 256-5421 for registration form.

Thanks, Beatrice

The Zoological Society is grateful to Beatrice Cheese, Inc. for sponsoring "June is Dairy Month". Thousands of people met Beatrice the "talking cow", participated in scavenger hunts, watched milking demonstrations, tested their knowledge on dairy nutrition and cow judging, and sampled some of the State's finest dairy products. We thank Beatrice Cheese for its commitment to education.

**July 19
Beauty and the Feast**
An exclusive night at the Zoo for Society members only. Enjoy a special dinner, music and exciting speakers. Watch for your invitation in the mail.

**July 31
Golf Outing**
Play with former Packer and Bears stars—and benefit the Zoological Society. See page 11 for details.

**August 3-13
The Zoological Society Goes to State Fair**
Visit the Zoological Society's exhibit at the 1989 State Fair. The exhibit is located in State Fair's Youth Expo Building. The exhibit will be staffed by the Zoo Pride volunteers.

**August 12-13
Wealth of Beauty**
Visit the Stackner Heritage Farm between 10 a.m. and 3 p.m. for a day of fun and learning for all ages.

**August 17-20
Sentinel's Milwaukee A la Carte**
Feast with the beasts at the four-day fine food and music extravaganza. Four entertainment stages, over 30 outstanding Southeastern Wisconsin restaurants and 3,500 wild animals are sure to delight young and old.

**August 26
Explore Reading**
Zoo visitors are invited to celebrate reading. Activities include story telling, a children's book swap, fact and fiction about zebras, and creating the world's largest book.

**September 16-17
Harvest Zoobilee**
Celebrate autumn in Wisconsin by visiting the Zoo this weekend. More than 30 artists will display their crafts. A mini-farmer's market in the Stackner Heritage Farm is the place to find Indian corn and pumpkins.

**October 25
Mark & Delia Ownes**
Reserve this date to see Mark & Delia Owens, authors of *Cry of the Kalahari*. Watch for details in the next *ALIVE*.

Society Support to the Milwaukee County Zoo

Because of generosity of the Zoological Society's family and corporate and patron Platypus Society members, Animal Adoption parents, capital campaign contributors, and other donors, the Zoological Society is able to give vital support to the Milwaukee County Zoo. The following is a report of the Society's contributions to the Zoo for the fiscal year ending September 30, 1988 and for the first six months of the present fiscal year. **During that 18 month period, the Society contributed over \$5 million to the Milwaukee County Zoo.**

Year Ending September 30, 1988

Budgeted Zoo support expenditures \$ 689,637
Including: Conservation Projects: Trumpeter Swan, Rhino research project
Marketing Department Support
Special Events
Graphics Department
Education - served nearly 200,000 school children
Zoo staff salaries: Education Medical Staff
Graphics Registrar
Marketing Audio-Visual
Special Events
Milwaukee County Zoo Staff Travel
Milwaukee County Zoo Director Travel
Photography
Media Events & Press Kits
Hot Air Balloon

Zoological Society pledge payment to "Our New, New Zoo" Campaign \$ 335,275
"Our New, New Zoo" expenditures for construction \$2,833,721
of the following: Peck Welcome Center Pedestrian Entrance
Education Building Great Ape Complex
Lake Evinrude Project Dairy Complex & Heritage Farm
Park Lighting

In addition, the Society supported the following in fiscal year ending September 30, 1988: Milwaukee A la Carte, American Association of Zoological Parks and Aquariums National Conference, Old Style Zoo Terrace, Music on the Patio, Children's Zoo Improvements, and the purchase of a kudu. In addition to financial support, the Society also donated nearly 50,000 volunteer hours in 1988 through Zoo Pride.

Six Month Period October 1, 1988 - March 31, 1989

Budgeted Zoo support expenditures \$ 240,000
Including: Conservation Projects
Education Department & Staff
Media Events & Press Kits
Zoo Staff Salaries: Education Medical Staff
Graphics Registrar
Marketing Audio-Visual
Special Events
Milwaukee County Zoo Staff Travel
Marketing & Special Events Department

"Our New, New Zoo" expenditures for construction \$ 202,025
of the following: Peck Welcome Center
Great Ape Complex
Education Building
Aviary

Direct Payment to Milwaukee County for Zoological Society share of costs for "Our New, New Zoo" \$1,076,628

Non-budgeted support in the first six months of the new fiscal year included the purchase of black rhinoceros made possible by a donation from Miller Brewing Company, Old Style Zoo Terrace (in progress), Institute of Museum Services Conservation Project, and Graphics Department Support to the Milwaukee County Zoo.



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