

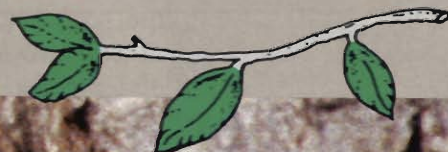
ALIVE

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

WINTER 1990



Conservation means we must learn to use our natural resources today—while remembering that there is a tomorrow. We don't have to travel to the Brazilian rainforests or the African savannas to make difference. Knowing that we *can* make a difference, the Zoological Society is proud to introduce this first issue of ALIVE to be printed on recycled paper.



by Dr. Gil Boese



The Zoological Society is pleased to announce that ALIVE is now being printed on recycled coated enamel paper. We are especially proud because ALIVE is the first magazine in Wisconsin—and one of the first nationwide—to take this small, but significant, step in helping to conserve our natural resources.

Until recently, recycled paper has never been used as a base stock for a coated enamel paper which is suited for high quality color magazine printing. This paper market vacuum encouraged Future Fibers of California to convince a paper mill to produce glossy recycled paper. This paper exceeds the current EPA guidelines for wastepaper content. It consists of at least 50% wastepaper, a portion of which is postconsumer waste. The remaining is virgin wood pulp.

You will probably notice no difference in the quality. Our printer, Fox Company Lithographers; the paper supplier, Leslie Paper; ALIVE's editor and graphic designer and I are all very pleased that the Society can offer you a high-quality magazine which also allows us to be environmentally-sound consumers.

Because the recycled paper industry is in its infancy, the quality of recycled paper will be improving. The cost of producing recycled paper has not been equal to virgin paper because of the industry's young age. As more people demand recycled paper, and more producers join in, the cost of recycled paper should fall.

The immediate paper cost to print ALIVE on recycled paper is slightly higher, but the long-term environmental costs of not doing this will be much higher. Producing one ton of paper from discarded waste paper uses less energy, creates less water and air pollution, saves timber, reduces solid waste and creates new jobs in the exciting new area of resource recovery.

In addition to using recycled paper for ALIVE, the Society is taking other measures to help save the environment. For the past few months, Society staff and Zoo Pride volunteers have been recycling paper and aluminum cans. As our present stock of stationery and other paper runs out, we will be replacing it with recycled products. We are very aware that, as an organization committed to conservation, we have to "put our money where our mouth is" by actively demonstrating that it's possible to be fiscally responsible for our members while taking measures to preserve our environment for future generations. We look forward to the day when all paper will be reused at least once, decreasing our dependence on virgin pulp by 50%.

To create a better work for all of us, remember the 3 R's—reduce waste, reuse and recycle. If your local community is not involved in a recycling project, start your own, by taking recyclable products to local centers. Help to encourage a market for recycled products by purchasing cards, gift wrap and stationery made of recycled paper. Buy products in bulk or those sold with a minimum of packaging. Compost your organic waste. Let your state representatives know that you support Senate Bill 300, which will mandate the recycling of some materials and encourage the recycling industry to develop the technology and markets for reusing them.

I am also pleased to report good news on another issue. Thanks to the efforts of Senator Robert Kasten, Jr., progress has been made on the efforts to save the African elephant. Please see page 14 for a letter from Senator Kasten.

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ALIVE MAGAZINE

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Photo by Mike Nepper



Photo by Mike Nepper



Photo by Mike Nepper

Milwaukee County Zoo's February Lecture Series

Looking for something to do one those cold February evenings? The Milwaukee County Zoo has the perfect solution for three of those evenings... visit the Peck Welcome Center for a fascinating look into Zoo and animal conservation issues.

Each lecture begins at 7 p.m. and is \$5 per person. Admission includes parking. For additional information, contact the Zoo's Marketing Department at 256-5412.

February 8

Charles Wikenhauser, Director, Milwaukee County Zoo

Topic: Zoos: A Fleet of Modern Arks

February 15

Ed Diebold, Curator of Birds, Milwaukee County Zoo

Topic: Cooperative Efforts Between Milwaukee County Zoo and the Department of Natural Resources to Restore Trumpeter Swans to the State of Wisconsin

February 22

Elizabeth Frank, General Curator, Milwaukee County Zoo

Topic: International Black Rhino Conservation Efforts

Special Events to Warm the Winter Blues

If you're planning on hibernating this winter, you'll miss all the fun planned for you this season at the Zoo! So, put on those "winter woolies" and make a visit to the Zoo and catch all the excitement!

January 10 to 13, the Zoo will host the U.S. Snow Sculpting Competition. The event, now in its fifth year, promises to be bigger and better than ever. As special additions, this year will be the exhibition of two High School Champion teams, and on Saturday, January 13 from 10 a.m.-2 p.m., children will have an opportunity to join in the fun by sculpting snow in the Stackner Heritage Farm. Be sure not to miss all this "fun in the snow".

The 10th Annual Samson Stomp is up and running, so those kneebends should begin about now. Sunday, January 21 is the day to "bear" the chill and come out running. Starting times are 9:30 a.m. for the 10K race and 9:45 a.m. for the 2 mile Fun Run. See ad in this issue for information on special prizes to be awarded. Following the race in the Peck Welcome Center, a light brunch will be served to replenish all of that lost energy. Hope to see all of you there—earmuffs, mittens, scarves and all!

A Lecture Series leads off the month of February and boasts a list of interesting speakers. Please see the ad on this page.

The Milwaukee Catholic Symphony Orchestra will fill the Peck Welcome Center with the sound of music on February 25 at 1:30 p.m. This pops concert promises to be wonderful addition to your visit to the Zoo.

The land rover is taking off for the 1990 photo safari contest, so get your camera ready and climb aboard. Entries of those memorable photos you've taken beginning January 1, 1989 will be accepted March 2 through April 2. The lucky first-place winner will receive two round-trip tickets anywhere in the continental U.S., courtesy of American Airlines. Please see details in this issue.

As the snow melts away, more events will be springing up beginning with Egg Days on April 14-15. Perk up your bunny ears to catch the "eggciting" details on this and other events in the next issue of ALIVE.

Think Zoo Ball VII—June 30. It promises to be bigger and better than ever. Join co-chairs, Dr. & Mrs. Donald Levy and Mr. & Mrs. Steve Clavette on June 30.

Society Board Elects New Officers

At the Zoological Society's annual meeting, the following officers were elected to the Board of Directors to terms ending in October, 1990: Chairman, Bernard Ziegler III; Vice Chairmen John Burns, Jack Recht, and Jack McKeithan; Secretary, Richard Glaisner; and Treasurer, Dr. Lee Jennings.

Three new directors were also elected: Daniel Borschke, Rheinhold Hugo, and Gerald Reiser.

Newly elected chairman, Bernard Ziegler, III (pictured right), paid a tribute to out-going chairman, John Hazelwood. "John and I have worked together on the Board for many years. He has always been dedicated to the Society's mission and has donated countless hours of his time to strengthen the organization. As chair of the Membership Committee, John was instrumental in the Society's phenomenal growth from 4,700 members in 1980 to over 23,000 members today. We are grateful to John for the leadership abilities he exhibited during some challenging times. Because of him, the Society is stonger than it has ever been in its over 80 years of history."

Associate Board Launches Its 3rd Year

The annual meeting of the Associate Board of the Zoological Society was held on Monday, November 13. Newly elected officers include: Quinn Martin, President; Dick Podell, Catherine Gipple and Barry Sattell, Vice Presidents; Paul Oberbreckling, Treasurer; and Bonnie Joseph, Secretary. The Executive Committee also includes: Karen Katz and Christin Cleaver, chairs, Education Resources Committee; Peter Van Housen, Membership Committee chair; Peter Tellier and Paul Oberbreckling, co-chairs, Corporate Sponsorship Committee; Susie Lindenberg and Barry Sattell, co-chairs, Zoo Ball Committee; and Jerry Reiser and Dick Podell, co-chairs, Corporate Development Committee.

The Associate Board is a fund raising and public relations organization of the Zoological Society that began nearly two years ago. Thirty-one dynamic members have successfully orchestrated Wok on the Wild Side, Highlander Bonobo Tennis Tournament, the Miller Birdies and Eagles golf outing, restaurant openings and Zoo Ball. Committees help to underwrite education department projects,



Photo by Mike Nepper



Photo by Mike Nepper

such as the Ambassador Program, Quilt Project, education camps, June is Dairy Month, Mask-erade and others.

Jerry Reiser, chairman of Marquette Electronics Foundation, served as the first President of the Associate Board. His inspirational and creative leadership activated the abounding energies of Associate Board members. As Jerry passed the gavel to Quinn Martin, he exclaimed, "Serving on the Associate Board has been the most fun and productive experience I've ever had in my entire life."



THE CURIOUS CORNER

Are all animals colorblind?

Ten-year-old Kristin Kranendonk of Milwaukee is curious and wants to know.

Some animals are colorblind and some are not. Did you ever see a beautiful flower? The different colors give us pleasure but they also attract bees and other helpful insects. When the insects move from flower to flower, they carry some of the flower's pollen with them. By spreading pollen, the insects help plants form seeds to make new plants. Bees cannot see red but they can see all the other colors we can see and few we cannot see.

You have two kinds of cells in your

eyes—rods and cones. Rods work best in dim light while cones only work in brighter light. Rods are very sensitive to light so they help you see at night. Since your cones don't work in dim light, you cannot see color at night unless you turn on the lights.

Many animals are only active at night. These animals need to be able to see better at night so they have more rods than we have. Since cones don't work at night anyway, they don't have many. As a result, they see little or no color.

Do elephants have four knees?

Johnny Taylor of Hartland is curious and wants to know.

Elephants are so heavy that they need four thick pillar-like legs to keep them up. From the outside, these legs look

almost the same. However, the elephant's front legs are quite different than its back legs. An elephant's front legs have the same bones as our arms while its back legs have the same bones as our legs. The first joint of its front leg is its wrist and the second joint is its elbow. So an elephant has two knees just like us.

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, 10005 W. Bluemound Rd., Milwaukee, WI 53226. Be sure to include your address, age, and phone number. 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.

Children can learn about domestic animals at "Discovery Farm" located in the Peck Welcome Center at the Zoo. Long-time Zoo Pride volunteers, Rheinhold and Beverly Hugo donated the funds to create this new exhibit. Randy Dear, Stackner Heritage Farm supervisor, children from Burbank School, Rheinhold and Beverly Hugo, and Dr. Gil Boese participated in the ribbon cutting ceremony in November.



Photo by Mike Nepper

WHAT'S GNU

It's been a very busy summer and fall with the arrival of six species which have never been exhibited in Milwaukee before and the birth of several animals to first-time parents.

Making their debut in Milwaukee are several species of birds: White-headed Buffalo Weavers, Peruvian Thick-knees, Golden Tanagers and Black-necked Aracaris. These birds are not on exhibit yet, but have cleared quarantine making room for the additional 250 birds which will be brought through quarantine in preparation for the opening of the Aviary in spring of 1991.

Also making their first appearance at our zoo are some athletic climbers—rock cavies in the Small Mammal Building. These newcomers have a lot of competition for attention from the babies of some very proud parents. The first-time moms

have produced a male reticulated giraffe weighing in at 131 lbs; and a male greater kudu. A Humboldt Penguin chick was hatched in the new Taylor Penguin Exhibit to a new mom and a pop who was hand-raised from day one here at our zoo.

If you want to see the snazziest birthday suit ever, check out the baby male Chapman's Zebra. In the Primate Building you can hear the pitter-patter of little feet. Look for babies in the Diana monkey and mandrill cages and out on the Japanese Macaque Island. What the bats at Small Mammals lack in size, they make up for in numbers. Births over the last five months have produced two vampire bats, three straw-colored fruit bats and five mountain fruit bats.

Not to be outdone, the Aviary staff assisted with the hatching and rearing of 47 Trumpeter Swan cygnets. A total of 48

eggs (the majority of them collected in Alaska) were set in the incubators making this a very successful season for this ongoing program in cooperation with the Wisconsin DNR and private breeders. Although these cygnets are no longer on the zoo grounds, watch the skies because some of these birds have already been released into the wild of Wisconsin.

Giant day geckos have made Milwaukee a new home in an exhibit featuring reptiles of Madagascar located in the Aquarium/Reptile Building. This display will test your detective skills as you search for the three species inside which are masters of camouflage.

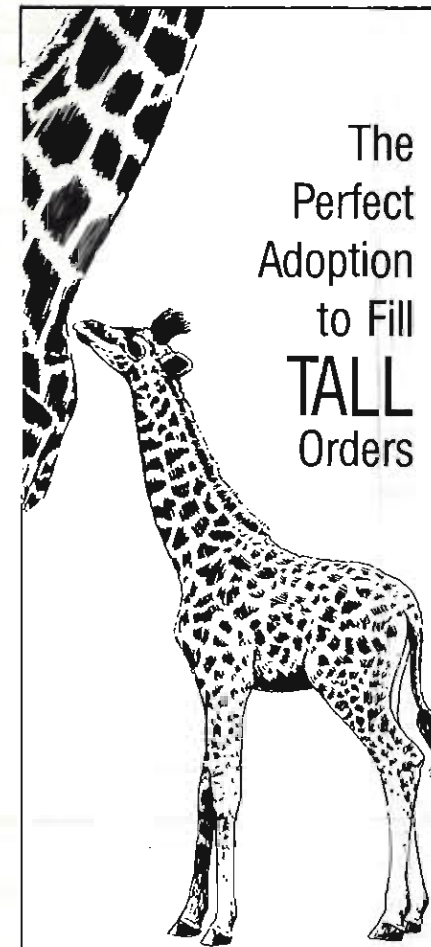
A young pair of American elk arrived at the zoo this season. Departing the zoo on loans or sales were a Bactrian camel; a polar bear, Aurora, to the Madison Zoo; seven slender-tailed meerkats to the Netherlands; our last potto, a species we will no longer exhibit; the baby Malayan tapir; a baby kudu and four red kangaroos. Actually, we thought we were only shipping three kangaroos, but discovered a 20-day-old baby in the pouch of one of the females. Kangaroo babies are tiny when they are born. The keepers watch the roos for any signs of a baby in the pouch and report the first time they see a head appear out of the pouch. When a healthy baby comes out of the pouch, the keepers check a chart of developmental stages and estimate backwards to find the birthdate.

With the death of aged animals, two species will no longer be exhibited at the zoo. The zebra mouse, the last of which died at the advanced age of 2½ years and the clouded leopard, Burma, 11 years old.

We are sad to report the death of the Bactrian camel, Doc T. This animal was born small and showed chronic front limb tendon disease. He was operated on by specialists from the University of Wisconsin Veterinary School, but did not respond to treatment and was euthanized.

Tanga, the male lowland gorilla, died at the age of 30 from congestive heart failure. In Tanga's many years at the zoo, he went from a life of isolation to socialization, breeding and experiencing the outdoors. We'll miss his proud visage monitoring the zoo crowd.

The next time you're at the zoo, be sure and stop by the Stackner Heritage Farm and say "Hi" to Boomer, the Australian shepherd. Boomer is the new farm dog and will be a permanent resident at the zoo.



Here's a gift idea that really measures up. The Zoological Society's Animal Adoption program is inviting you to become a parent of Scamper, the Zoo's new Reticulated Giraffe. Born in October, this baby would make a great gift for birthdays, anniversaries and special occasions.

For a \$30 donation, (a tiny amount for the world's tallest animal), you'll get:

- A personalized certificate of adoption
- Species fact sheet on Reticulated Giraffes
- An invitation to the Family Reunion Picnic
- The "parent's" name will be displayed on our "All In The Family" recognition board
- A congratulatory letter, gift card and more

Plus, all adoptive parents will have a chance to win a 3 foot blow-up giraffe. Twenty names will be drawn on Easter.

We will deliver anywhere across the United States at no extra charge. Simply call 258-2223 today.

Donations will support animal exhibits throughout the Zoo.



SAMSON STOMP '90



Milwaukee County
ZOO



American Airlines

Sunday, January 21, 1990

10K (6.2 Miles) 9:30 a.m. 2 Mile Fun Run 9:45 a.m.

10th Annual Samson Stomp at the Milwaukee County Zoo

Divisions:

Men - 1-15, 16-21, 22-29, 30-39, 40-49, 50-59, 60-69, 70+

Women - 1-15, 16-21, 22-29, 30-39, 40-49, 50-59, 60-69, 70+

Corporate - corporate teams may only compete in the 10K run. The first three team finishers will be scored.

First, second and third place awards will be given in all 10K divisions.

In the 2 mile, awards will be given to first, second and third place male and female finishers.

• The 2 mile run is not scored.

In the corporate division, awards will be given to the first, second and third place teams.

• Corporate team members are not eligible for individual awards.

Entry fee:

\$ 9/Runner (non-refundable)

\$11/Runner - race day (non-refundable)

\$ 7/Runner - family (non-refundable)

• For families with four or more runners.

\$75/Corporate Team (non-refundable)

• Payment must be received on a corporate check and registration forms must be submitted at one time.

Entry fee includes:

Long-sleeve t-shirt, race day packet with a route map, light brunch, Zoo admission and parking.

Registration:

Mailed entries must contain FULL FEES and be received by January 10, 1990. A race confirmation card will be sent to all mailed entries.

From January 11 to January 19 at 4:30 p.m., runners should register in person at the Zoo. Runners may also register on race day from 7 a.m. to 8:30 a.m.

ABSOLUTELY NO REGISTRATIONS WILL BE TAKEN AFTER 8:30 A.M.

Race packets:

Race packets may be picked up on race day from 7 a.m. to 9 a.m. in the Peck Welcome Center by showing your race confirmation card at the entrance gate.

After-race activities:

Visit the Peck Welcome Center for a light brunch immediately following the race.

The awards ceremony will take place at 11:45 a.m. in the Peck Welcome Center Multi-Media Theatre.

Attention Runners:

You may have a chance to fly out of your running shoes and fly anywhere in the continental United States courtesy of American Airlines. The female and male overall winners in the 10K and 2 Mile, as well as the first three finishers on the winning corporate team will receive an airline ticket.

Employees and family members of the Milwaukee County Zoo and the Zoological Society of Milwaukee County are not eligible.

10TH ANNUAL SAMSON STOMP REGISTRATION FORM
(For Official Use Only) Sunday, January 21, 1990 9:30 a.m./10K 9:45 a.m./2 Mile

LAST NAME _____ FIRST NAME _____

ADDRESS (Include Apt. No. if appropriate) _____

CITY _____ STATE _____ ZIP _____

TEAM NAME _____

TELEPHONE _____ SEX M or F Age (on race day) _____

Budgeted Stroller Member? Yes No

Distance 2 Mile 10K

T-Shirt Size Small Medium Large X-Large

Total fee enclosed _____
Entry fee in \$9 (non-refundable)
\$11 race day (non-refundable)
Entry fee in \$7 (non-refundable) if 4 or more?
Corporate Team entry fee at \$75
*Each family member registering for the 10K should submit the information above.

Make checks payable to and mail to:
SAMSON STOMP
Milwaukee County Zoo
2040 W. Beaman Road
Milwaukee, WI 53228

WAIVED (to be signed by athlete or parent/guardian if under 18)
I hereby release the Milwaukee County Zoo, Milwaukee County, Budgeted Stroller, all sponsors, officials and volunteers involved in this race from liability incurred by my participation in the Samson Stomp.
I am aware that athletes who participate in this competition will be subject to formal drug testing in accordance with IAAF rules and IAAF Rule 14. Athletes found positive for banned substances, or who refuse to be tested, will be disqualified from this event and will lose eligibility for future competitions. Some prescription and over-the-counter medications contain banned substances. Information regarding drugs and drug testing may be obtained by calling the USOC Hot Line at 1-800-233-0392.
I certify that I am an amateur in accordance with IAAF regulations and am eligible to participate in the competition.

Signed _____

The Miller Birdies & Eagles Golf Outing

July 23, 1990
Ozaukee Country Club

\$200 - entry fee
(get your spot early)
\$1,000 - hole sponsorship
\$1,500 - hole sponsorship
+ four-some

Players get 18 holes of golf with a celebrity, brunch, a cocktail reception, special gift, dinner — and much more.

Co-hosted by WKTJ's Bob Reitman & Milwaukee Bucks Coach Del Harris (Celebrity players and dinner speaker to be announced)



Call Bev Greenberg at 258-2333 for additional information.

Highlander Tennis Benefit to have new "Swing"

Restraining that racquet and break in that new pair of Nike's! It's time to get ready to "Court the Zoo" for the 4th Annual Highlander Tennis Benefit. This annual benefit for the Milwaukee County Zoo's bonobos is sponsored by the Highlander Elite Fitness & Racquet Club in Brookfield. It will take place on Saturday, April 7, 1990 from 6 p.m.-midnight.

Two local tennis enthusiasts, Linda Grunau and Dick Podell, are co-chairs. They are recruiting singles and couples to play in the Zoo Court mixed doubles *calcutta*.

This social event will have a night of fun tennis, good food, socializing and prizes for only \$75 per person. Tennis will be played with a sliding handicap, so no matter what your tennis ability, you can be a winner.

A new addition this year is the \$35 package for those who choose not to play tennis. You can enjoy the food, courtesy of Larry's Brown Deer Market, and

socializing, plus participate in aerobics, whirlpool, swimming, and nutrition class, Nautilus, basketball, or just cheer your favorite player or team. So, bring your friends and enjoys this old event that's a whole new "racquet."

For additional information, please call the Zoological Society at 258-2333.

Tennis Benefit Registration Entry Deadline - March 28, 1990

Name _____
Street _____
City, State, Zip _____
Day Phone _____ Evening Phone _____
Event: (circle) Tennis \$75 Food & Fitness \$35

A full rundown of all that is available will be mailed to you upon receipt of your reservation.

Please mail a check payable to the Zoological Society of Milwaukee County, 10005 W. Bluemound Rd., Milwaukee, WI 53226.



Platypus Society



10,000 PLATINUM CORPORATE

Marquette Electronics Foundation
5,000 GOLD CORPORATE
Beck Carton Corp.
Bucyrus-Erie Foundation
Central Control Alarm Corp.
Evan & Marion Helffer Foundation
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Chempac, Inc.
Chubb Group Insurance Co.
Consolidated Papers Foundation, Inc.
Cramer-Krasselt
Creative Food Service Management, Inc.
The Gretchen & Andrew Dawes Endowment
Delzer Lithograph Company
Derse Foundation
Eastman Kodak Company
Eaton Corporation
Edwardo's Natural Pizza Restaurants
Electri-Wire Corporation
A.J. & F.H. Ellinger Fdn., Inc.
Eye Care Specialist, S.C.
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First Financial Savings Association

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Reinhart, Boemer, VanDeuren, Norris & Rieselbach, S.C.
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Rexnord Foundation
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Robertson-Ryan & Associates
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Sundstrand Foundation
Sunshine Enterprises
Tamarack Petroleum Co., Inc.
Taylor Electric
Tri City National Bank
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Universal Foods Foundation
Usinger Famous Sausage
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Kurt Van Engel Commission Co., Inc.
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Join the Platypus Society

and help to protect wildlife and enrich our community

The Zoological Society of Milwaukee County invites you to join over 350 corporate/patron members in a mission to:

- **Support** our Milwaukee County Zoo
- **Educate** over 200,000 Milwaukee area school children through award-winning programs designed for all ages
- **Conserve** and protect endangered species.

Your annual Platypus Society membership entitles you to:

- A gold card which permits unlimited Zoo admission
- Your name proudly displayed on our donor board
- Recognition in ALIVE magazine
- Platypus Society discounts on all Zoo rentals
- An invitation to an enchanting Platypus Society dinner
- A bronze sculpture of a platypus for those \$2,500 and over

For more information call Bev Greenberg at 258-2333.



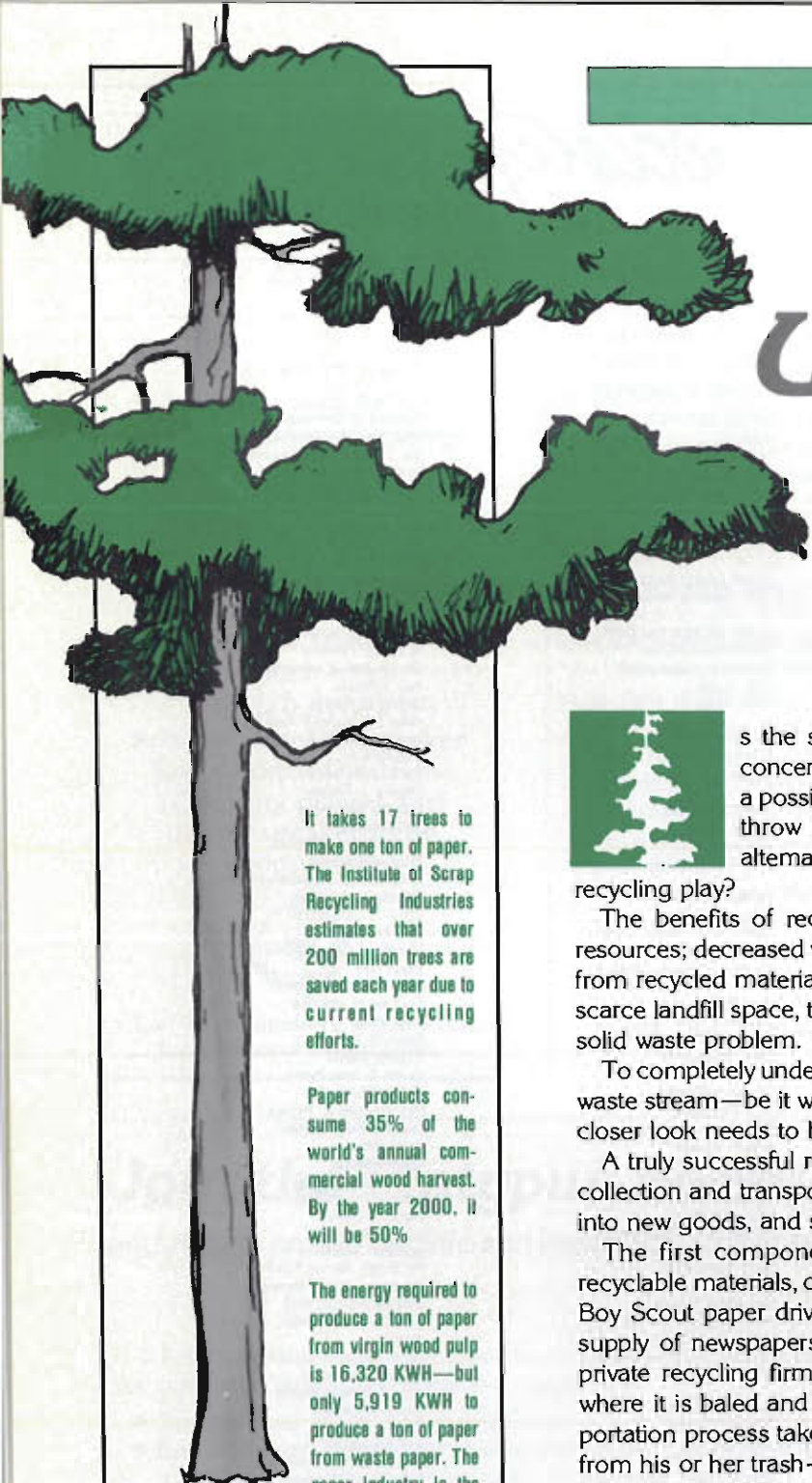
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CUT AND MAIL

Understanding the Recycling Loop

by Joyce Harms Maher



It takes 17 trees to make one ton of paper. The Institute of Scrap Recycling Industries estimates that over 200 million trees are saved each year due to current recycling efforts.

Paper products consume 35% of the world's annual commercial wood harvest. By the year 2000, it will be 50%.

The energy required to produce a ton of paper from virgin wood pulp is 16,320 KWH—but only 5,919 KWH to produce a ton of paper from waste paper. The paper industry is the third largest consumer of energy in the U.S.

74% less air pollution and 35% less water pollution is produced from the manufacturing of recycled paper compared to paper from virgin wood pulp.

Each year, Americans use over 67 million tons of paper—that's 600 pounds per person. Most of it ends up in landfills.

We create enough garbage each day to fill the New Orleans Superdome—half of it is waste paper.

(Earth Care Paper)



As the solid waste issue becomes a more prominent environmental concern, the focus of discussion increasingly turns toward recycling as a possible solution to the dilemma. The equation is simple: we currently throw away more than we are willing to bury in landfills, therefore alternatives to landfilling are needed. But just how big a role can recycling play?

The benefits of recycling are many-fold: decreased demand for scarce natural resources; decreased waste hauling costs; energy savings during production of goods from recycled materials, as opposed to virgin materials; and decreased demand for scarce landfill space, to name a few. However, recycling is not a panacea to the entire solid waste problem.

To completely understand how and when recycling can play a role in decreasing any waste stream—be it waste generated from a household or from an office complex—a closer look needs to be taken at the total recycling loop.

A truly successful recycling program is a complex interplay of three components: collection and transportation of the recyclable materials, processing those materials into new goods, and successful marketing and use of those goods.

The first component of the recycling loop, collection and transportation of recyclable materials, occurs in a myriad of ways. One classic example is the traditional Boy Scout paper drive, where neighbors are urged to collect and bring a month's supply of newspapers to a central location for handling by the scouts. Typically, a private recycling firm handles transporting the consolidated newspaper to a plant where it is baled and readied for shipment to a mill. A simpler collection and transportation process takes place every time a householder keeps recyclables separated from his or her trash—aluminum cans, glass bottles and jars, plastic containers, and newspaper—and takes these materials to a recycling center. On a larger scale, collection and transportation of recyclable material can involve highly automated vacuum, baler, and conveyor systems inside a printing plant, where baled material is loaded directly into waiting semi-trucks.

Processing of the materials into new goods is the next critical step in the recycling loop, and it is here where the fascination with recycling really takes hold. To take discarded newspapers or conugated boxes, and transform them into new paperboard products such as book covers or tablet backs is nothing short of magical.

It is the job of the paper stock processor to gather the ocean of recyclable paper into the processing facility where the usable material can be separated from contaminants. Then the paper must be sorted, graded and baled for shipment to the paper mill or other end consumer. After being converted to fiber, cleaned, screened and drained, it is formed into new sheets, ready for use in boxes, containers and paperboard packaging, newsprint, stationery and books, towels, tissues, and napkins.

In the case of aluminum cans, the material is baled and shipped by truck or rail to can

sheet plants where the cans are shredded, melted and made into ingots weighing as much as 60,000 pounds each. The ingots are then rolled into can sheet and sold to can-makers. A recycled can may be back on a store shelf as a "new can" just six to eight weeks later.

Processing recycled glass involves crushing containers into cullet, which melts a lower temperature than the raw materials used to make glass. The cullet is mixed with sand, soda ash & limestone to produce new glass containers used for food, beverages, medicine, toiletries, and other consumer and industrial items.

The processing of recyclable plastics is in its infancy, but then, so is the plastics industry as a whole when compared to metals or paper. Although recycling of plastic is the least accomplished of significant scrap categories in the United States, it is beginning to flourish. By the year 2000, as much as 40% or more of all plastic waste may be recovered and reused, compared to an estimated one percent in the 1980's.

On the post-consumer, or household, level, the recycling industry primarily handles two types of plastic resins—polyethylene terephthalate (PET), or the clear 2-liter soda bottle, and a high density polyethylene (HDPE), or milk cartons and other household plastics. These are melted down and remanufactured into such products as drain tile, fiber fill, plastic lumber and synthetic carpeting.

Once one realizes the wide range of goods which can be processed from recyclable materials, the question inevitably comes to mind: Just how much new product could be made if ALL the available wastepaper (or glass, or plastic, etc.) were recycled? Obviously, the capacity of mills and plants doing the processing is a limiting factor. But more often than not, demand for and use of the goods made from recycled materials—the final link in the recycling loop—is ultimately THE limiting factor in any recycling scenario.

Simply put, unless there is demand for and use of products made from recyclable materials, there is no need to collect, transport, or process recyclables in the first place. For example, if consumer demand for record albums were to take a drastic downturn, record companies would require fewer paperboard record jackets. The paperboard mill which produces the jackets from 100% recycled material would have to scale back production of that item, thus requiring less feedstock of recyclable wastepaper. The intermediate processor that ships to the mill no longer has a "home" for the material he receives from the public or a municipality, and the system eventually backs up all the



Photo by Mike Nepper

Recycled Facts

Called ancient, native, virgin, primeval or old growth, these are the original, untouched forests that existed when the first settlers arrived in North America. Only five percent is left. The rate of destruction is difficult to imagine, but picture a line of log trucks 20,000 miles long. That's how much timber is taken out of our Northwest forests each year.

(Native Forest Council)

Paper fiber can be reclaimed and used approximately four to six times before the fibers shorten and no longer have useful functions.

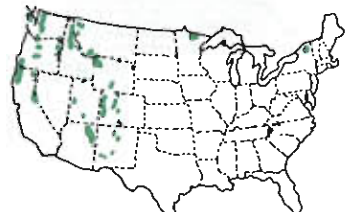
The U.S. ships tons of waste paper to Asia for recycling because it's of such high quality—continued on next page



Virgin Forests 1620



Virgin Forests 1850



Virgin Forests 1989

continued on next page

Recycled Facts *continued*

ity and the U.S. throws paper out so quickly.

Recycled paper has been improving in quality, uses and variety. Paper has many grades, but most can be collected, de-inked and remade into other grades.

Recycled paper will never completely replace virgin papers. However, recycled paper can be used for a number of uses. Recycled paper has better opacity, easier foldability and is easier to feed on printing presses than paper made from virgin wood pulp.

(Leslie Papers)

Americans create an enormous amount of waste. In Wisconsin alone, over six million tons of solid waste were landfilled. If this waste were laid on a typical city street six feet high, curb-to-curb, it would stretch from Chicago to Superior—500 miles.

This is what Wisconsin citizens throw away last year:

The equivalent of 25 million trees in paper
2.5 billion metal cans
1 billion glass bottles
Over 400 million plastic containers
4 million tires
1 billion pounds of food and yard wastes

Between \$50-75 million a year is spent in Wisconsin on the construction and management of landfills. Collection and transportation of waste to landfills cost even more—\$150-200 million.

(Wisconsin Department of Natural Resources)

Breaking down

How long it takes for some products to decompose:



Recycling Loop *continued*

way to the household generator.

The degree that recycling can play a role in the solid waste issue then, is dependent upon how successfully employed ALL three components of the recycling loop are. Becoming aware of the recycling loop is the first step, the next is to maximize the potential of each variable. And, anyone can make an impact.

A householder, for example, can enter the recycling loop both at the collection level, as well as on the demand/use level. Collection of household recyclables or setting up an office wastepaper collection program are the obvious opportunities for impact.

By purchasing products that have recycled content—whether in the household or workplace—or requesting that recycled products be produced—is where consumers can create the demand that drives the whole model. Historically, this is where the least energy has been expended to help drive the recycling loop.

Additionally, where processing and demand potential exist, collection programs can be developed to provide the supply of material to meet the demand. A perfect example of this is the development of non-traditional programs such as office recycling, where previously untapped sources of wastepaper can be collected and transported to mills in short supply.

In summary, there is no doubt that increasing interest in recycling nationwide is causing an acceleration in development of various types of recycling collection programs. These programs typically take the form of municipal curbside collection programs and deal with a limited number of commodities. This increase on the supply side of the recycling loop will require an equal increase in processing the potential and demand for recycled products in order to ensure a successful, long-term contribution to the solution of the solid waste dilemma.



Photo by Mike Nepper

Joyce Harms Maher is the Director of Program Development for The Peltz Corporation.

Some Solutions:

- Use cloth napkins and rags instead of paper napkins and towels.
- Buy products in bulk. You will not only be purchasing less packaging material—you may also save money.
- Buy cloth diapers instead of disposables. Or, use a diaper service.
- Request paper bags at the market.
- Buy recycled goods to lower indirect energy costs—and to help create a market for recycled goods.

Reasons to Care:

- Nature and animals have intrinsic beauty and value and, therefore, should be cherished and protected.
- As rational, thinking beings, we are the stewards of all things. It is our duty to protect our natural environment and all wildlife.
- We are all part of the ecological system. If one species of plant or animal life is harmed, we are all harmed.
- Americans depend on natural resources for food, jobs and thousands of products. We must learn to manage our resources wisely.

CONSERVATION CHRONICLES

Wisconsin considers recycling bill

by Richard Kimmel

Senate Bill 300 is a piece of legislation that mandates changes in Wisconsin's management of solid waste and recyclable materials. In its current form, SB300 has the potential to be enacted as a landmark piece of legislation that takes to heart the best interests of our state and its citizens.

The scrap processing and recycling industries, as represented by the Wisconsin Institute of Scrap Recycling Industries, supports this important piece of legislation in its present form as an excellent example of legislative accord formed by a year of heated debate and political wrangling.

On the legislative side, Senate Majority Leader Joseph Strohl, the chief sponsor of this bill, should be recognized for his perseverance and hard work. He traveled throughout the state for more than a year, attending countless meetings and public hearings to listen to the concerns of county and municipal officials, business groups, environmentalists and fellow state legislators.

The bill in its present form has taken into account diverse business and environmental viewpoints. From our standpoint, SB 300 has the potential to be particularly effective because it works within the economics and market structure of the scrap processing and recycling industry.

It recognizes that county or municipal recycling programs are doomed to fail unless there are viable markets for recyclable products. The scrap processing and recycling industries operate on the inverse of the supply and demand model. Just because recyclable materials are collected and separated from our garbage does not mean there will be corresponding markets for these products. Recycling, a term now in our vernacular, has in many respects been positioned as a panacea for a spate of environmental ills. But as a functional process, it does not actually occur until a product has been used, collected, processed and manufactured into a new product.

Recycling, of course, has tremendous economic and environmental benefits. It conserves substantial amounts of energy in the production of a wide variety of

industrial and consumer materials. It also can work to keep our landscape free of litter and our dwindling landfill space free of materials that otherwise could be recycled. But the fact remains that not all products can be returned to their original forms through recycling. The recycling "loop" is a complex separation, processing and manufacturing phenomenon that is different for each recyclable material.

In the instance of products such as plastics, where recycling has only just begun, the technologies necessary to effectively process materials and manufacture them into usable products are fast-developing, but still immature.

As a measure of economic development, increased recycling activity is likely to create more jobs in ours and related industries and foster growth in companies that are, for the most part, decades-old, family owned and Wisconsin-based.

This bill does not encourage an

unnecessary duplication of resources by county and municipal recycling programs. Our industry has tremendous untapped capabilities to process a wide variety of materials safely, efficiently and cost-effectively. We oppose a program of substantial tax-dollar incentives for county or municipal recycling program start-ups in locations where we can process the material more cost-effectively.

In spirit, SB 300 does not encourage the flow of recyclable materials from private enterprises to government-subsidized municipal programs. It instead allows for fair competition by members of our industry in county and municipal recycling efforts and recognizes the important role of the marketplace in our business. Working in concert with counties and municipalities, we believe we can achieve the objectives of this legislation and continue our contribution to the Wisconsin economy and tax base.

Other business and environmental

interests are raising concerns with specific items in this complex, comprehensive piece of legislation. The banning of certain products, for example, is a provision that sharply divides a number of business and environmental interest groups.

We support SB 300 in its current form on both business and environmental fronts as a piece of legislation whose time has come.

Richard Kimmel, vice president of Parks Pioneer Corp., Milwaukee, is president of the Wisconsin Institute of Scrap Recycling Industries, the state chapter of a national trade association.

United States Senate

Oct. 24, 1989

The Editor
ALIVE Magazine
Zoological Society of Milwaukee County
10005 West Bluemound Road
Milwaukee, WI 53226

Dear Editor:

I appreciated very much your "Dialogue" on elephant protection (Fall 1989). As ranking Republican on the Senate Foreign Operations Subcommittee, I've been working on this issue—and I have some progress to report.

1. I wrote an extra \$2 million worth of elephant protection funds into our 1990 Appropriations Bill. This bill also directs the U.S. Agency for International Development (AID) to work with local government officials in African countries to stop poachers and protect elephant habitat.

2. I spearheaded the effort to allow U.S. funds to be spent on training of anti-poaching law enforcement officials. Previously, Section 660 of the Foreign Assistance Act had prohibited this use of foreign aid dollars.

There's still a lot of work to be done if we want to protect one of the world's vulnerable species. I'm glad to see that there are so many committed Milwaukeeans eager to join in this effort.

Best regards,
Robert W. Kasten, Jr.

**Celebrate
Your
Birthday
With
3000 Wild
Animals**
at the
Milwaukee
County Zoo

Parties include:

- Admission and Parking to the Zoo!
- Fun Activities in the Zoo!
- Cake, Beverage, Decorations
- Birthday Gift for Guest of Honor
- Remembrance Gift for Guests
- Private Party Area
- Zoo Pride Volunteer Host/Hostess

Dates Available - call
Zoo Pride
258-5667

ZOO PRIDE
VOLUNTEER AUXILIARY OF
THE ZOOLOGICAL SOCIETY

**HAPPY
BIRTHDAY
ZOO
PRIDE**

The
Zoological
Society
congratulates
the Zoo Pride
Volunteers
as they begin
their 15th year.

ZOO PRIDE

Do the Zoo in Winter, Too!

Zoo Pride Volunteers will serve as your hosts and hostesses on weekends from 1 p.m.-3 p.m. as they guide you through the Australia, Aquarium/Reptile, Primate, Small Mammal, and Feline buildings and the Wolf Woods and Pachyderm Mall. Learn more about the zoo's residents as you stroll or ski through the park.

You can also take advantage of the fascinating **FREE** Family Film Festival in the Peck Welcome Center Multi-Media Theatre. A variety of National Geographic films will be featured each weekend from 12:30 p.m.-3 p.m. A listing of the featured films is included. While you're in the Peck Welcome Center be sure to stop at Zoo Pride's "Remains To Be Seen" Carts. The carts, staffed by Zoo Pride Volunteers, provide a unique hands-on experience.

Enjoy the beauty of the zoo in the winter season by walking the paths of cross country skiing the trails throughout the park as you Do the Zoo in Winter, Too!

FREE Family Film Festival		February 10-11	Lions of the African Night* Land of the Tiger	March 10-11	Rhino Wars* Life on Earth (Part Two)
12:30-3 p.m. Peck Welcome Center Theatre					
January 6-7	Yellowstone In Winter* Save the Panda	February 17-18	Rainforest* Australia's Improbable Animals*	March 17-18	African Wildlife* Life on Earth (Part Three)
January 20-21	The Grizzlies* Man-eaters of India	February 24	Leopard: A Darkness in the Grass* The Unsinkable Sea Otters	March 24-25	Among the Wild Chimpanzees* Life on Earth (Part Four)
January 27-28	Search for the Great Apes Realm of the Alligators*	March 3-4	Gorilla* Life on Earth (Part One)	March 31	Flight of the Penguins* Whales
February 3-4	Polar Bear Alert* The Sharks				

*denotes areas of interest which will be highlighted on the "Remains To Be Seen Carts".



Thanks to Zoo Pride, WLUM, Graf's Root Beer, and Gilles' Custard, the Milwaukee Police Department's Operation Teddy Bear We Care Program received over 100 Teddy Bears through donations made by zoo visitors for Root Bear floats during Teddy Bear Days this past July. Pictured with the Teddy Bears from left to right are: Jim Storney, MPD; Bob Hills, Zoo Pride President; Karen Schweitzer, Gilles' Custard; Kristi Knight, WLUM; Hank Peters, Graf's Root Beer; and Sgt. Karen Gersonde, MPD.

Bring the Zoo to You

Bring a slice of the Milwaukee County Zoo to your next organization or club meeting! Zoo Pride's volunteer Speaker's Bureau offers a special visit to the zoo through slides of the animals and the exhibits. Our programs are flexible enough to fit into your meeting agenda. For additional information, please contact the Zoo Pride office, 258-5667.

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, while our V.I.P. Behind the Scenes tours offer the opportunity for VIP's, 12 years of age or older, to walk in and around the animal 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.

Associate Board to Host 2nd Annual "Wok on the Wild Side"



An exciting second annual "Wok on the Wild Side" will be held on Saturday, January 20 at 7 p.m. The cost is \$75 per person including sales tax and indoor, heated parking. The evening will offer seven-course Chinese dinner; authentic Chinese entertainment; and a silent auction featuring a Northwest Airlines trip for two to San Francisco. Everyone who attends can have a chance to win a fake fur coat from Mr. Roberts, Guests can also enjoy a fashion show featuring men's and women's clothing of Oriental designs and animal prints courtesy of Mr. Roberts, Mark Pasch, Ltd. and models courtesy of Arlene Wilson New Faces.

"Wok on the Wild Side" will take place at the Faison Building, 100 East Wisconsin Avenue, a world-class office building in downtown Milwaukee. "100 East" is located on a historic site just east of the river on Wisconsin Avenue. With its 42 foot arched entrance and copper cupola, 100 East is a lovely addition to Milwaukee's downtown.

The Zoological Society feels fortunate to have been offered an entire floor in 100 East to hold "Wok on the Wild Side." The building is centrally located—and includes heated indoor parking for our guests.

Get your reservations in early by returning the form on this page.

Wok on the Wild Side

The Zoological Society
presents

A Chinese New Year Celebration

Faison Building
100 E. Wisconsin Avenue

Saturday
January 20, 1990
7 p.m.

An Oriental extravaganza
including dinner, fashion show,
and entertainment

7 COURSE FEAST



DRAGON DANCE



FAN DANCE



WOK RSVP

Please respond by Friday, January 12, 1990 in the enclosed envelope

Name _____

Address _____

City, State, Zip _____

Telephone _____

Number of tickets at \$75 each _____ Amount enclosed _____
(Indoor heated parking and sales tax included)

I am unable to attend, but please accept my donation
of _____.

Please make checks payable to: Zoological Society of Milwaukee
County. Reservations held at the door.

List anyone you would like to share a table with (tables of 10):

RIBBON DANCING



FREE WINE, BEER, AND SODA



ROVING ENTERTAIN- MENT



I CAN'T BEAR TO BE WITHOUT YOU, VALENTINE

Adopt Goldie, the Zoo's American Black Bear and send a bear hug to your Valentine. We'll deliver an adorable jointed plush bear with each adoption gift package—across town or across the United States at no extra charge.

Goldie is *beary* cute and the adoption fee is *unbearably* cheap. \$25.00 includes a personalized adoption package and a free pass to the Zoo for a special animal talk on Black Bears.



Call the Zoological Society's Animal Adoption department at 258-2223 to order this special gift and leave the rest to us.



PACK YOUR BAGS

India

India Revisited departs **October 27, 1990** with an optional pre-tour to Nepal. Visit Ranthambhore National Park to catch a rare glimpse of tigers, spotted and barking deer, sloth bears and great varieties of jungle fowl. From elephant back and jeeps at Kanha National Park, you can view 300 species of birds, gaur, sambar and wild dog. As a special treat, you will have the opportunity to see the Hoolock gibbon, the only primate found on the Indian subcontinent. Also included in the tour is a trip to the Keolado Ghana Bird Sanctuary. Of course, no trip to India is complete without seeing the Taj Mahal in Agra, which you will travel to by train from Delhi. In Jaipur, you will see the fabled Amber Palace, renowned for its beautiful mirror inlay work; the Ram Nivas Gardens; and the impressive Palace of the Winds with its intricate facade carved out of pink sandstone. Humayun's Tomb, and Maharajah's City Palace in Jaipur and other historical sites are also included on the itinerary.

The optional pre-trip begins on October 10 and includes visits to Kathmandu, where you will view many impressive sights including the ancient gateway, and the statue of Bhupendra Malla. A flight along the majestic Himalayas takes you to Chitwan National Park where you will travel downstream in dug-out canoes to your camp site. Chitwan Park animal residents include: the Indian rhino, chital, wild boar and monkeys. You will join the rest of the group in Delhi on October 27.

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.

MEMBERSHIP PERKS

Join the Zoological Society and receive **FREE** admission to the Milwaukee County Zoo and to 115 other Zoos and Aquariums in the United States and Canada.

ALABAMA Birmingham Zoo Montgomery Zoo	Sedgwick Co. Zoo & Botanical Garden (Wichita)	Cleveland Metroparks Zoological Park Columbus Zoological Gardens Toledo Zoological Gardens
ARIZONA Reid Parks Zoo (Tucson)	KENTUCKY Louisville Zoological Garden	OKLAHOMA Oklahoma City Zoological Park Tulsa Zoological Park
ARKANSAS Little Rock Zoological Gardens Northwest Arkansas Zoo (Fayetteville)	LOUISIANA Alexandria Zoological Park Audubon Park & Zoological Gardens (New Orleans)	OREGON Washington Park Zoo (Portland)
CALIFORNIA Charles Paddock Zoo (Atascadero) The Fresno Zoo Knowland Park Zoo (Oakland) The Living Desert (Palm Desert) Los Angeles Zoo Mission Grove Zoo (Lodi) Sacramento Zoo San Francisco Zoological Gardens Santa Ana Zoo Santa Barbara Zoological Gardens Sequoia Park Zoo (Eureka)	MARYLAND Belmore Zoo Salisbury Zoological Park	PENNSYLVANIA Erie Zoo Gettysburg Game Park (Fairfield) Philadelphia Zoological Garden Pittsburgh Zoo ZOOAMERICA North American Wildlife Park (Hershey)
COLORADO Pueblo Zoo	MASSACHUSETTS Franklin Park Zoo (Boston) Veterans Memorial Park & Zoo at Buttonwood (New Bedford)	RHODE ISLAND Roger Williams Park Zoo (Providence)
CONNECTICUT Beardsley Zoological Gardens (Bridgeport)	MICHIGAN Bridger Park Zoo (Battle Creek) John Ball Zoological Gardens (Grand Rapids) Detroit Zoo Potter Park Zoo (Lansing)	SOUTH CAROLINA Greenville Zoo Riverbanks Zoological Park (Columbia)
DELAWARE Brandywine Zoo (Wilmington)	MINNESOTA Carni Zoo (St. Paul) Lake Superior Zoological Gardens (Duluth) Minnesota Zoological Garden (Apple Valley)	SOUTH DAKOTA Bianchi Park Zoo (Watertown) Great Plains Zoo & Museum (Sioux Falls)
DISTRICT OF COLUMBIA National Zoological Gardens	MISSISSIPPI Jackson Zoological Park	TENNESSEE Knowlton Zoological Park, Inc. Memphis Zoological Garden & Aquarium
FLORIDA Brevard Zoo Central Florida Zoological Park (Lake Monroe) Jacksonville Zoological Park Lowry Park Zoo (Tampa) Miami Metro Zoo	MISSOURI Dickerson Park Zoo (Springfield) Kansas City Zoological Gardens St. Louis Zoological Park	TEXAS Adams Zoo Buffalo Zoological Gardens Caldwell Zoo (Tyler) Central Texas (Waco) Dallas Zoo Ellen Tricot Zoo (Lufkin) El Paso Zoological Society Fossil Rim Wildlife Ranch Gladys Porter Zoo (Brownsville) San Antonio Zoological Gardens & Aquarium The Texas Zoo (Victoria)
GEORGIA Cherokee Wild Animal Park (Albany) Zoo Atlanta	NEBRASKA Folsom Children's Zoo (Lincoln) Henry Dooley Zoo (Omaha) Heritage Zoo (Grand Island)	UTAH Hogle Zoological Garden (Salt Lake City)
HAWAII Panewa Rainforest Zoo (Hilo)	NEW JERSEY Turk's Back Zoo (W. Orange)	VIRGINIA Mill Mountain Zoological Park (Roanoke)
IDAHO Ross Park Zoo (Pocatello)	NEW MEXICO Alameda Park Zoo (Alamogordo) Rio Grande Zoological Park (Albuquerque)	WASHINGTON Point Defiance Zoo & Aquarium (Tacoma) Woodland Park Zoological Gardens (Seattle)
ILLINOIS Glen Oak Zoo (Peoria) Henson Robinson Zoo (Springfield) Lincoln Park Zoological Gardens (Chicago) Miller Park Zoo (Evanston) Schovill Children's Zoo (Decatur)	NEW YORK Buffalo Zoological Gardens Barnet Park Zoo (Liverpool) Rosa Park Zoo (Binghampton) Seneca Park Zoo Staten Island Zoo Uluc Zoo	WEST VIRGINIA Good Children's Zoo (Oglebay) Oglebay Good Children's Zoo (Wheeling)
INDIANA Fort Wayne Children's Zoo Menker Park Zoo (Evansville) Pittsford Zoo (South Bend) Washington Park Zoo (Michigan City)	NORTH CAROLINA North Carolina Zoological Park (Ashboro)	WISCONSIN Henry Vilas Zoo (Madison) International Crane Foundation (Baraboo) Racine Zoological Gardens
IOWA Blank Park Zoo of Des Moines	NORTH DAKOTA Dakota Zoological Society, Inc. (Bismarck)	CANADA Calgary Zoo, Botanical Gardens & Prehistoric Park Jardim Zoologique de Granby, Inc. Reptile Breeding Foundation
KANSAS Emporia Zoo Lee Richardson Zoo (Garden City) Ralph Mitchell Zoo	OHIO Avron Zoological Park Cincinnati Zoological Gardens	

6th Annual Photo Contest

The Milwaukee County Zoo needs exciting, unusual and realistic photos of its residents.

Photo Contest entries will be accepted at the Milwaukee County Zoo beginning **March 2, 1990** through **April 2, 1990**. Zoo hours are 9 a.m. to 4:30 p.m.

Saturday, May 5, at 1 p.m., the Photo Contest winners will be announced at a ceremony in the Peck Welcome Center.

PRIZES WILL BE AWARDED

1. The first place winner will receive two round-trip tickets to anywhere in the Continental U.S. The trip is courtesy of American Airlines.
2. First through 5th place winners will receive a 35mm camera and film.
3. The top three winning photos will appear in ALIVE, the Zoological Society's quarterly publication.
4. Five Honorable Mentions will be named and awarded prizes.
5. Photos will be exhibited on the Zoo grounds from May 5 to June 4.

A panel of four judges—a Milwaukee County Zoo animal expert, a Wisconsin photographer, a graphic designer and a photography expert—will select the winners.

CONTEST RULES & REGULATIONS

The official contest entry will be the photo submitted. Permanently attached to the back of each photo must appear the contestant's name, address, zip code and telephone number.

Photo entries may be delivered in person or mailed to: Photo Contest, Milwaukee County Zoo, 10001 West Bluemound Road, Milwaukee, WI 53226. All photos must be in appropriate envelope.

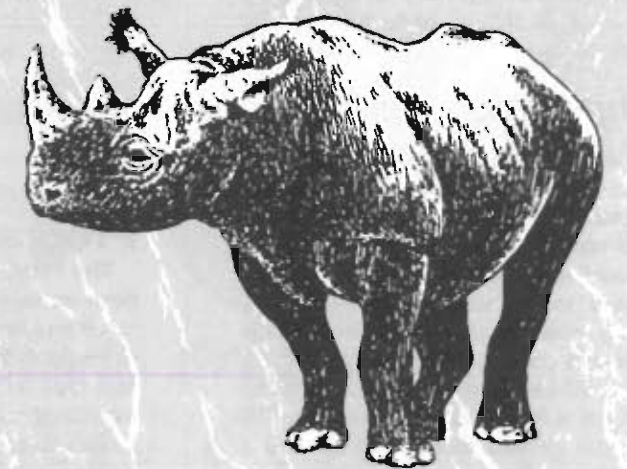
1. All entries must be an 8" x 10" color print.
2. Photos dated and taken after January 1, 1989 will be accepted.
3. All entries must be previously unpublished photos and the winning photographs will become the property of the Milwaukee County Zoo.
4. All entries must be photos taken at the Milwaukee County Zoo.
5. The contest limit is 1 entry per contestant.
6. The original slide or negative must be available upon request with entrant's name.
7. All winners will be notified by mail.
8. The Milwaukee County Zoo assumes no responsibility for any photographs that are lost or damaged in transit and/or through circumstances beyond our control. Entries become the property of the Milwaukee County Zoo and will not be returned.
9. Failure to comply with the above rules will result in disqualification.
10. Employees and family members of the Milwaukee County Zoo and the Zoological Society of Milwaukee County are not eligible.

TIPS FOR CONTEST PHOTOS

1. Animal close-ups in a natural setting are desired.
2. Clear, crisp and vivid color photos are encouraged.
3. Photos may be taken with any make of camera. No artwork or retouching is permitted on negative or print.
4. Judging of all entries will be based on general interest and appeal.
5. Pictures should not be mounted or framed.

For further information please call 256-5412.

a RARE opportunity to adopt a CRITICALLY ENDANGERED Black Rhinoceros



Recently, the Zoological Society and Milwaukee employees of Miller Brewing Company sponsored the capture and relocation of a pair of critically endangered black rhinoceros from Zimbabwe. It is with a feeling of relief that we could bring a male and female to the Milwaukee County Zoo in the face of poaching which now exterminates these magnificent creatures at the rate of one-and-a-half rhinos per day.

Become an adoptive parent of Barley, our female rhino, for a donation of \$30. Your contribution will assist animal exhibits at the Zoo. In addition, a portion of every adoption will support the SAVE THE RHINO fund.

All adoptive parents will receive the following materials:

- A personalized certificate of adoption
- Species fact sheet on the Black Rhinoceros
- Photograph compliments of Mike Crivello
- Cameras
- A nameplate, displayed for a year, on our "All in The Family" recognition board
- Invitation to the Family Reunion Picnic
- Special congratulatory letter and gift card.

Or, donate \$45 and we will add a poster, entitled, "The Last Rhino," created exclusively for the Zoological Society by staff artist, Jay Jocham.

See reverse side to become an adoptive parent yourself or give as a unique gift.

Call the Zoological Society's Animal Adoption department at 258-2223 to become an adoptive parent yourself or to give as a unique gift.

Zoological Society of Milwaukee County



• SUPPORT • EDUCATE • CONSERVE •

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