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

A new education building, three touring exhibits at the Zoo, advances in our capital campaign, great progress in our conservation programs, and financial support for the Zoo of $8.2 million — all spelled success last year for the Zoological Society of Milwaukee (ZSM). Bonnie Joseph became the first woman chair of the Board of Directors in our 94-year history. Our Boards, staff and volunteers put in extra effort (and their own financial contributions) to help raise money for our capital campaign, and we received a $700,000 challenge grant for the campaign from The Kresge Foundation of Michigan. As part of the campaign, we completed the Karen Peck Katz Conservation Education Center, thanks to a lead gift from the Milton and Lillian Peck Foundation plus $191,587 from our Annual Appeal donors. In our public-private partnership with Milwaukee County, we brought in sponsors for three touring exhibits at the Zoo (see Zoo Support below). Despite a challenging economy, we had a $7.7 million budget and ended the year with a surplus thanks to a wide base of support. We acquired 8,889 new members and raised $3,503,340 just in membership. We brought in $694,236 from our Platypus Society members, and raised $198,268 from our animal sponsors for direct support of the Zoo’s animals. Sponsors and grantors, including Serengeti Circle members, helped us provide popular programs and events. Our 497 active Zoo Pride volunteers donated 40,352 hours to the Zoo and ZSM last year. As we look to the future, we can be proud of the new Zoo we have helped create, the new generation that has learned about wildlife and conservation from our educators, and the new approaches to conservation we developed.

In the following pages, we thank many of our specific donors, grantors, sponsors and other contributors who help us achieve our mission. First, let’s review 2003-2004’s achievements in each part of our mission:

**Conservation**

The Zoological Society (ZSM) supports important conservation projects and research internationally, in Wisconsin, and at the Zoo:

1) **Birds:** Birds Without Borders—Aves Sin Fronteras™ (BWB-ASF), our international conservation-research-education project, continued field research in Belize (research in Wisconsin is complete). BWB-ASF Belize staff members have explored more than half of the 6137-acre Runaway Creek Nature Preserve owned by the Foundation for Wildlife Conservation, Inc., the ZSM’s partner. They documented the presence of rare bird, mammal and reptile species; huge mahogany trees; sinkholes up to 100 meters deep; and caves containing pottery used by the ancient Maya. All exploration data was entered into a new database. Analysis of Belize data was nearly completed and showed types of plants that birds eat, types of habitats specific birds prefer, and birds that we need to help conserve (see page 14). Research results will go into a Landowner Recommendations booklet that will advise landowners how to manage their land to benefit birds. International coordinator Victoria Piaskowski and Belize national coordinator Mario Teul made presentations at scientific conferences in both the U.S. and Central America, and BWB-ASF staff had two papers accepted for publication in peer-reviewed scientific journals.

2) **Wild bonobos:** In our efforts to save these endangered great apes, Dr. Gay Reinartz, Zoological Society conservation coordinator, made trips to the Democratic Republic of Congo in October 2003 and (with her assistant, Stefanie Friedrichs) in March 2004. Reinartz delivered anti-poaching equipment and supplies to the ZSM research station and staff in Salonga National Park, the only federal refuge for bonobos. She continued ecological research on bonobo habitat while Friedrichs updated the ZSM’s Kinshasa office. Thanks to contributions from Wisconsinites Judy Kern and Tom Slawson, the ZSM’s Bonobo and Congo Biodiversity Initiative arranged for 60 Salonga guards to complete paramilitary training in January 2004, in collaboration with the Institute Congolaise pour la Conservation de la Nature. Reinartz made presentations on bonobos to the American Society of Primatologists (June) and at a United Nations conference in France (September).

3) **Captive bonobos:** The bonobo population at North American zoos increased to 82, with eight babies born in 2003-’04. All these zoos are part of the Bonobo Species Survival Plan (SSP), headed by Dr. Reinartz, and they cooperate with their European counterpart, the EEP, which manages 71 bonobos in European zoos. Globally, the bonobo has the smallest captive population of all great apes; therefore, the Bonobo SSP and EEP work together to manage this endangered great ape. Since the 2002-’03 year, the global bonobo population grew by 10, an increase of 6.5%. (See story on page 6 on Milwaukee County Zoo bonobos.)

4) **Student researchers:** ZSM has awarded grants for field research totaling more than $254,000 to 160 graduate students since our Wildlife Conservation Grants for Graduate Student Research were launched 13 years ago.

5) **Mammals, Penguins, Snakes:** Since the 1998-’99 year, we have given more than $96,000 to Zoo-staff research on Humboldt penguins in Chile, Peru and at our Zoo; $48,993 to fund research on endangered rattlesnakes; $23,000 for a wild-deer study; and $5,400 for a study of small mammals living wild on Zoo grounds.
In joint ventures with the Foundation for Wildlife Conservation, Inc., the ZSM provided funds for the Dian Fossey Gorilla Fund International, and for the protection of elephants and black rhinos on the Lewa Conservancy in Africa. ZSM President Gil Boese serves on the boards of directors for both organizations.

Education

It was an incredible year for the ZSM’s Education Department. Our long-awaited new building, the Karen Peck Katz Conservation Education Center, formally opened Sept. 23 (see page 27), and we changed our name to the Conservation Education Department. Our staff moved in during August, in time to begin September classes in the airy, eight-classroom building. That success came on top of a great summer-camp season, during which we served 7,451 children - 242 more than in 2003 (continuing a five-year trend of increased participation in camps). Our summer camps were sponsored by Pepsico Beverages & Foods and Pick’n Save. Summer campers had so much fun digging up fossils at Northwestern Mutual Foundation’s Dinosaur Island and staring up at giant mastodons and mammoths in Bank One’s Elephants! special exhibit that they learned without even knowing it! Our summer college intern program provided 18 students (including three teaching interns) hands-on job training, thanks, in part, to generous support from the Alice Kadish Foundation and an anonymous donor.

Overall last year, our programs reached 459,153 people. We exceeded our projections by generating $409,610 in revenue - a 49% increase since fiscal year 1999-2000. Our programs for school classes - funded in part by gifts from the Ladish Company Foundation, A.O. Smith Foundation and Briggs & Stratton Corp. Foundation - helped 222,291 students and teachers connect to the natural world. The Belize & Beyond conservation-education program, a collaboration with We Energies, began in 2003 for 600 students in nine high schools across eastern Wisconsin. In August 2004 six selected students and one teacher in Belize & Beyond traveled to Belize in Central America for a week to explore several conservation sites and learn about international environmental issues. Our Animal Ambassador program, in its 15th consecutive year, served 460 second-grade students at 10 schools, 216 third-grade students at 5 schools, and 1,000 fourth-grade students at 20 schools thanks to our numerous sponsors. More than 4,000 students from 90 schools participated in Miller Brewing Company’s Recycled Zoo art program. Pick’n Save’s Care for Critters live-animal outreach program, run by Zoological Society naturalists, reached more than 129,500 people last year. 75,425 students and teachers in 313 schools and 54,109 people overall in 253 appearances at summer festivals and fairs, 161 presentations at libraries and 51 other presentations.

Zoo Support

In 2003-2004, the Zoological Society provided $3.1 million to support the Zoo, plus $3.3 million for the joint ZSM and Milwaukee County capital campaign for the Zoo. As part of the campaign, major renovations were started on both the feline building (the Florence Mila Borchert Big Cat Country) and the Northwestern Mutual Family Farm, both to be completed in summer 2005. The ZSM provided $304,850 in direct support and acquired sponsors for all three of the touring exhibits at the Zoo in 2004. U.S. Bank sponsored the exhibit called Pedigree’s Dogs: Wolf, Myth, Hero & Friend Feb. 9-May 2.

Northwestern Mutual Foundation presented Return to Dinosaur Island May 29-Sept. 6. Bank One presented an Elephants! exhibit June 12-Sept. 6. The ZSM secures sponsors for most of the Zoo’s major events and attractions, a total of $278,998 last year. Behind the scenes, the Society continued to pay for maintenance contracts on 10 Zoo buildings and some equipment ($179,000 last year), to support Zoo veterinary and pathology residents ($179,250 from 2002 through 2004), and to plan the remaining capital campaign projects: The Miller Brewing Company Giraffe Experience and U.S. Bank’s Atrium Gathering Place. (We will recognize donors to the capital campaign of $1,000 or more starting in the fall issue of Alive.) Zoo Ball brought in $499,671, and the 14th Annual Miller Brewing Company’s Birdies and Eagles Golf Tournament raised $81,017. Overall, special events run by the Associate Board raised $230,201. The Zoological Society’s annual Winter Wonderland again was held during We Energies’ Holiday Night Lights, which drew 14,294 people. A forest of 71 trees donated by Hawks Nursery was decorated by more than 500 children. The ZSM expanded Alive magazine from 24 to 32 pages per issue, expanded the Platypus Society newsletter, and continued to produce Wild Things, Footnotes (for children) and Insider News - all dealing with the Zoo, conservation and education.
Simba Society

The Simba Society was created by the Zoological Society to recognize and thank those donors, during their lifetimes, who remember the Zoological Society in a will or with a legacy gift. With this type of gift, you create a legacy of support that lasts through your lifetime and beyond. When we receive your gift, it becomes a permanent asset of the Zoological Society’s endowment fund. Each year, the earnings from your gift, along with other contributions to the fund, ensure that the Zoological Society is able to continue its mission to conserve wildlife, educate the public, and support the Zoo for future generations.

The following donors have elected to create funds to further a particular area of interest:

**The Lynde & Harry Bradley Foundation, Inc.**
- Wildlife Conservation Grants for Graduate Student Research

**Roland & Florence Schroeder Cron Charitable Trust**
- Bonobo Species Survival Plan (SSP) Endowment

**Gretchen & Andrew Dawes Endowment Fund**
- Veterinary Intern Program

**Kay Elsaen Scholarship Fund for the Zoo**
- Student Intern Program Endowment

**Robert T. Foote Charitable Trust**
- Foundation for Wildlife Conservation, Inc.

**Halbert & Alice Kadish Foundation Inc.**
- Student Intern Program Endowment

**Mary Ellen Bush & Donna Larsen Estate**
- Ornithological Internship

**Bill Borchert Larson**
- Otto Borchert Family Special Exhibits Building
- Florence Mila Borchert Big Cat Country Fund

**Herbert & Nada Mahler Family Aviary Endowment Fund**
- The Aviary

**Foundation for Wildlife Conservation, Inc.**
- Ornithology Internship

**Student Intern Program Endowment**

**Apes of Africa Foundation, Inc.**
- Foundations, Inc.

**The Aviary Endowment Fund**
- Herbert & Nada Mahler Family Aviary

**Herbert & Nada Mahler Family Aviary Endowment Fund**
- The Aviary

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**Honorary Directors**
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- Bob Wierman

* Deceased
Serengeti Circle

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

**Priceless**

Zoo Pride
- Zoo and Zoological Society events and programs

**$500,000**

Florence Borchert Bartling Foundation
- Otto Borchert Family Special Exhibits Building

**$100,000+**

Northwestern Mutual Foundation
- Summer Special Exhibit – Return to Dinosaur Island
- Playhouse Raffle
- Zoo Ball Entertainment

Roundy's & Pick'n Save
- Boo at the Zoo*
- Care For Critters
- Conservation Weekend*
- Egg Day*
- Father's Day at the Zoo*
- Kids Nights*
- Nights in June*
- Ride on the Wild Side Family Bike Ride*
- Samson Stomp & Romp*
- Snooze at the Zoo*
- Summer Camps*
- Halloween Trick-or-Treat Spooktacular*
- Twilight Safari*

**$50,000-$99,999**

Bank One
- Elephants! Exhibit
- Family Free Days
- Animal Ambassador Program

The Lynde & Harry Bradley Foundation
- General Operations

Miller Brewing Company
- Animal Ambassador Program
- Birdies & Eagles Golf Tournament
- Oceans of Fun Seal & Sea Lion Show
- Recycled Zoo
- Zoo a la Carte

Milwaukee Journal Sentinel
- Zoo a la Carte*

We Energies
- Belize & Beyond
- Holiday Night Lights/Winter Wonderland

**$20,000-$49,999**

American Airlines
- Zoo Ball*
- Birdies & Eagles Golf Tournament Support*

Community Newspapers/This Week! Publications/Lake Country Publications
- Playhouse Raffle*
- Ride on the Wild Side Family Bike Ride*

DMC Advertising & Direct Marketing
- Zoological Society Membership Support*
- Zoo Ball*

Malcolm Jones
- Bonobo & Congo Biodiversity Initiative

Ladish Company Foundation
- School Programs

M&I Bank
- Seasonal Zoo Brochures
- Zoo Ball support

SBC
- EdZOOcation Online Registration
- Animal Adaptations Lab

St. Francis Bank
- Zoomobile

Tri City National Bank
- Beastly Bowl-A-Thon
- Behind the Scenes Weekends
- Feast for the Beasts Pancake Breakfast
- Kids’ n Critters Club
- Senior Celebration Support*
- Sponsor an Animal Program
- Sunset Zoofaris

Troy Morgan, of American Airlines, is greeted by hula dancers at Hula Zoola Zoo Ball, sponsored by American Airlines. About 785 people attended the June 26, 2004, event, the largest fund-raiser of the year for the Zoological Society. The event had an island theme, and included a gourmet dinner, dancing and entertainment sponsored by Northwestern Mutual.
UNESCO
• Bonobo & Congo Biodiversity Initiative

United States Fish & Wildlife Service
• Birds Without Borders – *Aves Sin Fronteras*

U.S.A.I.D
• Bonobo & Congo Biodiversity Initiative

U.S. Bank
• Winter Special Exhibit: DOGS: Wolf, Myth, Hero & Friend

World Wildlife Fund
• Bonobo & Congo Biodiversity Initiative

Fred & Sandra Young
• Bonobo & Congo Biodiversity Initiative

$10,000-$19,999
Anonymous
• General Operating Support

Anonymous
• Student Intern Program

General Mills
• Cheerios Family Free Days at the Zoo

Halbert & Alice Kadish Foundation
• Student Intern Program

Kimberly-Clark Corporation
• Keepers of the Wild

Light 97.3 FM
• Ride on the Wild Side Family Bike Ride*

M&M Mars
• Boo at the Zoo
• Halloween Trick-or-Treat Spooktacular

PepsiCo Beverages & Foods
• Ride on the Wild Side Routes
• Samson Stomp & Romp
• Summer Camps

Pull-Ups*
• Stroller Rentals

Sargento Foods Inc.
• Ride on the Wild Side Family Bike Ride
• Dairy Farm Delight

Steinhafels
• Super Summer Raffle

Strong Financial Corporation
• Carousel

$5,000-$9,999
Antonia Foundation
• Birds Without Borders – *Aves Sin Fronteras* (conservation)

A.O. Smith Foundation
• School Programs

Aurora Health Care
• Senior Celebration*

Brady Corporation
• Pee Wee Ambassador Program

Briggs and Stratton Corporation Foundation
• School Programs

Robert K. & Joyce R. Cope Foundation
• Endangered Species Art Competition

Children’s World Learning Centers
• Halloween at the Zoo-Haunted Maze
• Kids Nights Entertainment

Creamette
• Nights in June

Golden Guernsey Dairy
• Heritage Farm Weekend
• Pancake Breakfast Support*
• Kids Nights Entertainment

Hawks Nursery
• Winter Wonderland Support*

Jerome & Dorothy Holz Family Foundation
• Animal Ambassador
• Scenic Safari Road Rally

McCormick
• Egg Day

Milton and Lilian Peck Foundation
• Animal Ambassador Program

Old Orchard Brands
• Snooze at the Zoo

Peter Piper Pickles
• Kids Nights

Racine Danish Kringles
• Breakfast/Lunch With Santa
• Kids Nights Entertainment

Reynolds Wrap Aluminum Foil*
• Conservation Weekend

Sattell, Johnson, Appel & Co., S.C.
• Platypus Society Annual Awards Dinner

Welch’s
• Pancake Breakfast Support*
• Twilight Safari

Zoological Society Associate Board
• Animal Ambassador Program

$2,500-$4,999
Arnow & Associates
• Animal Ambassador Program

Cooper Power Systems
• Animal Ambassador Program

Creative Works
• Endangered Species Art Competition

Greater Milwaukee Foundation John C. and Harriett Cleaver Fund
• Animal Ambassador Program

Heinemann’s Restaurants
• Mother’s Day at the Zoo

Huhtamaki (manufacturer of Chinet® paper plates)
• Father’s Day at the Zoo
• Pancake Breakfast Support*

Charles D. Jacobus Family Foundation
• Animal Ambassador Program

Joy Global Foundation Inc.
• Animal Ambassador Program

Marshall Field’s
• Animal Ambassador Program

Mayfair
• Endangered Species Art Competition*

metroparent
• Playhouse Raffle*

Niederjohn Family Foundation
• Animal Ambassador Program

PPG Industries Foundation
• Animal Ambassador Program

Rockwell Automation
• Animal Ambassador Program

Schregardus Family Foundation
• Animal Ambassador Program
• Wildlife Conservation Grants for Graduate Student Research

Will Ross Memorial Foundation
• Wildlife Conservation Grants for Graduate Student Research

Time Warner Cable
• Animal Ambassador Program

Windway Foundation
• Humboldt Penguin Project

Wisconsin Milk Marketing Board Inc./Wisconsin Dairy Producers
• Heritage Farm Weekend

Bernard C. Ziegler III
• General Operations

* In-Kind Sponsorships

At Bank One’s Elephants! summer exhibit, visitors could view ancestors of the elephant and then visit the Zoo’s elephants.
Platypus Society

Special donors of the Zoological Society are recognized through membership in the Platypus Society and are considered a vital link in the Zoological Society’s mission. At the end of the 2003-2004 fiscal year, 398 businesses, foundations and individuals in our community were active Platypus Society members. Through their generosity and philanthropic leadership, which provides unrestricted operational support, the Zoological Society continues to carry out its mission to conserve wildlife, educate the public, and support the Zoo.

CORPORATE MEMBERS

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- Roundy’s, Inc.
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- The Business Journal *
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- West Bend Community Foundation’s
- Ziegler Family Foundation Fund

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- PBS Equipment Corp.
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CORPORATE PARTNER $1,500-$1,999
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- Marcus Corporation *
- Omni Tech Corporation
- The Perlick Corporation, Inc.
- QLC, Inc.
- R&I Insurance Services, Inc.
- SBC Foundation
- Spin Rail Foundation
- Zilber Ltd.
- Zimmer Thomson Associates, Inc.

ASSOCIATE
CORPORATE PARTNER $1,000-$1,499
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- Advertising Art Studio *
- American Express Financial Advisors, Inc.
- Animal Bye Specialists *
- Apple Family Foundation
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- Sitzberger Widmann & Co.
- St. Francis Bank
- State Financial Bank
- Suby, Von Haden & Assoc., S.C.
- Sun Cleaning Systems, Inc.

Karen Peck Katz cuts the ribbon on Sept. 23, 2004, for the new Zoological Society of Milwaukee (ZSM) education facility named after her; the Karen Peck Katz Conservation Education Center. From left are Milwaukee County Executive Scott Walker; ZSM Board Chair Bonnie Joseph; ZSM President Gil Boese; Karen Peck Katz; her husband, Alan, and daughter, Rebecca; Karen’s sister, Jodi Peck (holding 3-month-old Oliver Peck, whose mom, Laura Peck, is behind Jodi); Jodi’s husband, Les Weil; and Karen’s parents, Bernard and Micki Peck. Karen Peck Katz, who chairs the ZSM Board’s education committee, was instrumental in getting the new building constructed. She and her family are all Platypus Society members.
Jan Sonnenberg of the Laureate Group, a Platypus Society Corporate member, enjoys the July 22 Platypus Society Family Picnic with her granddaughters, Isabelle, 4 (left), and Hayley Braatz, 11. The picnic, sponsored by Connections Ticket Service, was held at the Milwaukee County Zoo.
2003-2004 Annual Appeal:
Karen Peck Katz Conservation Education Center

The new 28,000-square-foot Zoological Society education facility at the Milwaukee County Zoo opened in September 2004 and is called the Karen Peck Katz Conservation Education Center. It is the most recent Zoo building completed in a capital campaign coordinated by the public-private partnership of Milwaukee County and the Zoological Society of Milwaukee (ZSM). After a lead gift from the Milton and Lillian Peck Foundation kicked off building construction, the ZSM’s 2003-’04 Annual Appeal donors helped complete the center. Below are people who donated $100 or more to the Appeal:

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Lowell &amp; Fran Adams</td>
<td>Diana Alfano</td>
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<td>Troy &amp; Amy Andersen</td>
<td>Priscilla Anderson &amp; Ronald</td>
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<td>Gomez</td>
<td>David M. &amp; Susie M. Arnold</td>
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<td>Stacey Ash</td>
<td>Jennifer &amp; Todd Bagley</td>
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<td>George Bailey</td>
<td>Andrew &amp; Susan Bakken</td>
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<td>Janet Balding</td>
<td>Michael Banco &amp; Hope</td>
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The Zoological Society’s education staff and several summer interns and high school assistants posed in front of the new Karen Peck Katz Conservation Education Center last summer as they prepared to move into the building.
Sponsor an Animal

Animal sponsors range from children in our Kids’ Critter Club, who pay $15 to sponsor a group of endangered animals at the Zoo, to individuals who sponsor just one animal at the $1,500 level. In the 2003-2004 fiscal year, 2,872 people participated in the Zoological Society’s Sponsor an Animal Program, raising $198,268 for all the animals at the Milwaukee County Zoo. Following are sponsors who supported individual animals at the $250 or above level:

Carl & Jeanie Ahrens
Troy & Amy Andersen
Anthony Balcom
Kelly Balliet
Carol & Richard Bayerlein
Todd Bennett & Susan Kneeland-Bennett
Betty Braun
Mary Briscoe
Sally & Chad Buchanan
A.E. Burdick First Grade
Marilyn Corlew
Thomas Demke
Donald K. Mundt
Sally Mundt
William Murray
Michael & Lisa Murray
Harold & Margaret Myers
Jan Nast
Lucille Neff
David & Heidi Neiman
William P. Nell
Joel & Donna Nettlesheim
Robin Newton
Donald J. Nichols
Susan A. Niederjohn
Richard C. Ninneman
Richard & Linda J. Noll
Glenn & Joyce Nordbeck
Shari O’Loughlin & Bryan Mantsch
Dr. Laura Owens
Dr. James & Jessica Owens
Mary Ann Padal
John G. Page
Todd & Maria Palmer
Klarissa & Nicholas Pappas
Mary Parsons
Arleen Peltz
George Peschke
Mary Phipps
Nancy L. Pirkey
James & Catherine Plank
Michael & Tara Plutte
Mark S. & Mary Catherine Poker
Gene & Ruth Posner
Foundation
Christopher & Melissa Prussman
David & Donna Provan
Joel & Caran Quadracci
RCS Systems Inc.
Sharon L. & James Radke
Evelyn Radke Estate
David & Tonya Radtke
Don & Jean Reid
Gay & James Reimartz
Reliable of Milwaukee
Gloria Zaborowski
Desiree & Inez Rembert
Cesar J. Remus
August N. Renner
Brad & Ana Retzlaff
Sue Rhynie & Carol Sibley
Heather & Peter Ritter
Esther Leah Ritz
Dean & Mary Rockstad
Margaret Roedel
Marci Rosen
Gregory & Bibi Rosner
Timothy & Catherine Rottman
Susan Rozga
Michael & Nancy Rumney
Steve Ryan
Safeco Insurance Co.
Randall Sandes
Ms. Jo Sandin
James Satterwhite
Dominic & Carrie Schanen
Linda Scherr
John & Tanis Schiess
Carolyn Schloemer
Janet & Greg Schmeling
Larry E. Schmidt
Patty & Bill Schmitt
Annette & Dave Schram
Elizabeth Schubert
Pamela & K. Schuerman
Allen R. Schutta
Jayna & Victor Schultz
Bette Schutzman
Dick Seiberlich
Selzer-Ornst Company
Bob Ornst
Tara & Daniel Serebin
Joseph & Michelle Shea
John & Tricia Shinners
Shorewood Swim Club
Russell & Agnes Shurr
Lois Siebrecht
Marcia & Greg Sinner
John & Paula Skinner
Dale R. & Allison M. Smith
Cardi Smith
Karen L. & Jon Sobota
Deborah & Kenneth Solis
Kristina E. Somers
South East Wisconsin Master Gardeners
William Baumgartens
Treasurer
Thomas & Amy Staniczak
Lynda & Jeff Stephany
William & Sally Stevens
John & Eunice Stinchfield
Don A. Stouffer
Lorraine Straszewski
Fred & Ann Stratton
Streich Family Foundation
Audrey & Burton Strnad
Scott & Amy Sutton
Richard Swenson
Michael & Sherri Swerdlow
Jeanne & James Szarek
Douglas A. Szper & Penney Johns
John Taylor
James S. Thimmig
Mary Lee Thomsen
Larry & Mary Thurman
Janet & Anne Tonio
Russell & Carol Townsend
Alice M. Tredar
 Judy & Ray Treinem
Richard & Diane Tyk
Richard W. Tyk
Steve Uebelacker
Roy W. & Sandra Uelner
Nancy Uhl
David R. Urban Patrick
Michael & Katrina Uy
Susan & Al Van Lith
Judy Van Till
Bob Vavrek
Rose Vohl
William J. Volkert
Wayne R. Wagner
Mrs. Roy I. Warshawsky
Washington Elementary
Steven & Natalie Wegner
Robert Weigle
Jenny & Daniel Weise
Mark & Anne Weltenbeek
Steven J. & Susan A. Weltenbach
Mr. Christ J. Wenzel
Karen Werner & Michael Schuelke
Mary & Paul Wesolowski
Alberta Westfall
Mae Westphal
Teresa Wetzel & Rob Beisenstein
Wade & Dawn Marie Wickus
Robert & Trish Wieczorek
Karen & Scott Wildman
Wilson School
Junior Troop 683
Michelle & Peter Witt, Jr.
Dennis & Diane Wollenzin
Marjorie Wrezic
Ron & Shirley Wright
Dennis Wroblewski
Imogene M. Wyckoff
Dr. Craig Young & Dr. Sharon Busey
James A. & Claudia Youngquist
Judith A. Zambon
Elizabeth & Robert Zande
Dan & Nicole Zautis
David & Dorothy Zellmer
Zero Zone Inc.
Pamela & Michael Zetley
South Milwaukee Middle School
7th Grade
Mr. Christ J. Wenzel
Jenny & Daniel Weise
Mark & Anne Weltenbeek
Steven J. & Susan A. Weltenbach
Mr. Christ J. Wenzel
Karen Werner & Michael Schuelke
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Photographer: Richard Brodzeller; Editor: Paula Brookmire; Designer: Roberta Weldon
Printed on recycled paper
Support & Revenue

MEMBERSHIP DUES
from all Zoological Society
and Platypus Society members ............... $4,201,695

CONTRIBUTIONS
toward capital projects
and specific programs .......................... $48,362

SPECIAL EVENTS PROGRAMS/SPONSORSHIPS
including Animal Sponsorship,
Zoo Ball, Education, Society and
Zoo special events and sponsorships ............ $2,125,938

INTEREST INCOME
from contributions toward capital projects
and specific programs ......................... $7,106

GRANTS ....................................... $518,250

TOTAL SUPPORT & REVENUE .............. $6,901,351

Cost of Support and Revenue
(Support Services)

MEMBERSHIP DUES
Expense of providing benefits to all Zoological
Society and Platypus Society members ........... $822,933

SPECIAL EVENTS/PROGRAMS
Expense of providing and promoting Society
special events/programs ...................... $204,565

INTEREST INCOME
Expense of managing the Society’s investments ........ $3,414

TOTAL COST OF SUPPORT & REVENUE
(Support Services) .......................... $1,030,912

Expenses

DIRECT PROJECT COSTS
Expenses relative to capital projects
and specific programs ........................ $50,683

ZOO SUPPORT
Expense of providing, promoting and supporting
education, graphics, and conservation programs,
special exhibit projects, and Society and Zoo special
events; reimbursing the Zoo for Zoo Pass Plus
and coupons .......................... $5,145,745

RESEARCH/CONSERVATION
Expenses relating to state, national and
international programs supporting species
preservation ................................ $423,967

GENERAL AND ADMINISTRATIVE
Expense of providing, promoting and supporting
education, graphics, and conservation programs,
special exhibit projects, and Society and Zoo special
events; reimbursing the Zoo for Zoo Pass Plus
and coupons .......................... $5,145,745

TOTAL EXPENSES ........................ $5,971,161

TOTAL COST OF SUPPORT, REVENUE
AND EXPENSES .......................... $7,002,073

INCREASE (DECREASE) OF SUPPORT AND
REVENUE OVER EXPENSES ................... ($100,722)

2003-2004 Summaries

CASH FLOW SUMMARY
Cash & cash equivalents at start of the year ........ $1,910,283
Cash & cash equivalents at end of the year ........ $1,925,046
Net increase in cash & cash equivalents ............... $14,763

CAPITAL PROJECTS SUMMARY
Revenue ................................... $3,560,534
Karen Peck Katz Conservation Education Center .... $3,140,961