

LETTER FROM THE PRESIDENT



CURRENT N.E.W. ZOOLOGICAL SOCIETY INC. BOARD OF DIRECTORS

Judy Krawczyk PRESIDENT

Rick Colberg VICE PRESIDENT

Dave Czarnecki SECRETARY

Rita Dufour TREASURER

Lee Anderson

Steve Bieda

Frank Czarnecki

Lizz Gibson

Dr. Tracey Gilbert

Paul Kosmoski

Mary Rehberg

Arnie Rentmeester

Karl Vanroy

Hank Wallace

BOARD MEMBERS EMERITUS

Dick English

ASSOCIATION OF ZOOS AQUARIUMS

Dear Friends of the N.E.W. Zoological Society, Inc.,

This year we accomplished our goal of completing our \$1.1 million Education & Conservation Center. Nothing warms my heart more than to see the busloads of students who come to visit the Education & Conservation Center. Educators are aware of the opportunities the zoo classroom of learning experience provides, meeting our mission of education, recreation and conservation.



As I reflect over the years as President of the N.E.W. Zoological Society, Inc. we have accomplished big things. The NEW Zoo became an Enterprise account which means all revenue generated at the zoo is segregated from other Brown County funds. The zoo logo and name references of the zoo were copyrighted. The N.E.W. Zoological Society established an Endowment Fund to ensure the continued existance of the Society and the NEW Zoo. A portion of all donations made to the N.E.W. Zoological Society goes into this fund. Funds were raised to erect the Education & Conservation Center, Tortoise, Snow Monkey, Giraffe, Red Panda, and other Exhibits along with the Carousel, Zoo train and back-up electric generator. Working with the Wisconsin Restaurant Association, the popular, annual "Feast with the Beasts" event began and is now in its 14th year. Dollars from "Feast with the Beasts" are used for education programs.

As we move forward, plans for the upcoming year are to build a new and much needed animal hospital. The groundbreaking ceremony is scheduled for this fall. The added building will allow for the old animal hospital to be renovated to expand the animal diet kitchen. The unique diets for the zoo animals will be prepared in a kitchen designed to meet the AZA standard requirement to separate the hospital from the kitchen. An added bonus is the show and tell factor of the new kitchen where visitors will be able to watch food preparation and experience the amounts and variety of foods fed to the animals every day.

The animal hospital is designed by architect Ben Schenkelberg, member of the N.E.W. Zoological Society Technical Advisory Board. Ben donated generously his time and design for this project as well as for the education building.

The N.E.W. Zoological Society, Inc., is organized as a 501 (c) 3 non-profit organization of the Internal Revenue Code. All donations are deductible to the full extent of the law for income tax purposes. Each year an independent audit is conducted. Opportunities for giving include the Endowment Fund, Memorial Brick Program, Memorial Benches, Wall of Honor, and other programs. Contact information: The N.E.W. Zoological Society Inc., P.O. Box 12647, Green Bay, Wisconsin 54307-2647, phone: 920-434-6814. Please visit our Website at newzoo.org. Questions regarding exhibit sponsorship or society finances may be directed to Treasurer Rita Dufour at ritaldufour@hotmail.com.

The N.E.W. Zoological Society could not operate without the many volunteers who donate their time and energy to the ongoing success of the NEW Zoo. All of this is possible with the many privately donated dollars and many volunteer hours. For this we are grateful.

Sincerely,

Judy Krawczyk

President N.E.W. Zoological Society, Inc.



Please help the N.E.W. Zoological Society, Inc., a 501 (c) 3 non-profit organization support our NEW Zoo

PURCHASE

Personalized Engraved Bricks
Personalized Engraved Benches & Tables
Wall of Honor Memorial Plaques





DONATE

Endowment Fund

Conservation Fund • Education Fund

Animal Acquisition/Animal Exhibit Funds

SPONSOR

Annual Feast with the Beasts Event held at the NEW Zoo

Annual Docent Appreciation Dinner

Annual "Skunks are Beautiful" Cribbage Tournament

VOLUNTEER

Annual Feast with the Beasts Event held at the NEW Zoo



PET MEMORIAL GARDEN

A final resting place for your special companion

Beautiful landscaped area available where pet owners can have pet cremains permanently buried. Set in nature, an alternative to storing cremains in tins or burying them at home. Memorial



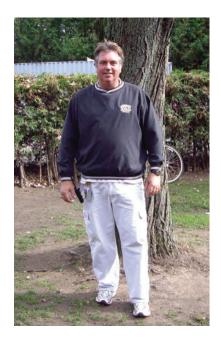
Garden natural river stone markers are available for purchase. The stones can be engraved with Pet's name, dates or other brief message of commemoration.

*Stones moved as needed for maintenance; only Zoo purchased markers may be used.

Your Support is Greatly Needed and Truly Appreciated!

Please contact the Society for more information (920) 434-6814.

LETTER FROM THE DIRECTOR



Remember, you have a self-funded zoo unlike any other and it is only thru your support that we can continue to reflect your community pride.

Your NEW Zoo finished the 2012 year with an attendance number of 242,447 and we had a great year despite the state of the economy and not to mention the very hot summer. The Zoo also remained self-funded and ended the year with revenue exceeding expenses. That is a tremendous accomplishment being that the zoo is 1 of only 8 of the 226 AZA accredited zoos & aquariums in North America that is self-funded (receiving no tax support) and the only one that does not have operational support from an endowment fund. We truly are working with and towards a sustainable zoo business model. Being sustainable means we are truly living within our means and a reflection of the support from the community. The Zoo also attained AZA accreditation status in 2012 having passed its five year inspection. Congratulations to all who made this a reality and a most significant achievement for a zoo and its community. Every five years the Zoo must go thru an accreditation application and inspection as standards of excellence in our industry also change to reflect the highest standards in the modern zoological practices.

The N.E.W. Zoological Society is our support organization and I like to say a Zoo Director's best friend. The Zoo Society is continually raising funds for new capital improvements as well as helping out with operational support in some areas. Without a support organization, we would lack the connection to the fiscal support and fundraising opportunities within the community that we reside.

The Zoo Society has finished construction of the Education Conservation Center which is s significant upgrade from our previous educational facility which was built in the early 1950's. A dedication was held last fall and since then, the indoor education programs and attendance has soared. I can't tell you how great the feeling is to hear the children coming and going from our new classroom knowing that we are able to make a real difference with the new facility. Certain new exhibits and/or facilities can make a major change in the Zoo and the new Education Conservation Center lives up to that major change in what we can now offer. I know the building was only a dream for so many of us past and present and now a reality for all to enjoy!

The NEW Zoo supports the community in many ways. The zoo has a deep commitment to science, education and wildlife conservation, but it also generates valuable economic benefits to the region. It is a great investment for anyone interested in making a difference in their community. Each year we renew our commitment to the community by putting the "new" in the NEW Zoo, growing within our means and providing the community with a zoo they can be proud of.

In closing I would like to thank you for your support and investment in your NEW Zoo. Remember, you have a self-funded zoo unlike any other and it is only thru your support that we can continue to reflect your community pride. Please, if you or someone you know would like to make an investment contact our Zoo Society. We have a lot of plans but we need continued involvement from year to year with funding new exhibits (many new exhibits are planned and waiting for the right donor) as well as operations. Involvement will help us move from a "good zoo" to a "Great Zoo"!

Neil Anderson





▶ PROGRAMS OF THE N.E.W. ZOOLOGICAL SOCIETY, INC.

Please contact the N.E.W. Zoological Society, Inc. for more information about any of the programs offered @ (920) 434-6814.



The Society updated and improved on the brick program, at the zoo, three years ago. Today all engraved bricks are placed in stainless steel frames, off the ground, at the entrances of our animal exhibits. The laser engraved bricks wear better and can be seen year round.

Personalized bricks make great gifts for a birthday, wedding, anniversary, employee or boss appreciation, pet appreciation, remembering a loved one, or for the person who has everything. Purchasing a personalized brick will help build the NEW Zoo and serve as a memorial for all to enjoy.

The N.E.W. Zoological Society, Inc. relies on brick sales to help offset the costs of operating expenses.

MEMORIAL BENCHES PROGRAM

NATURAL RIVER ROCK BENCH

The hand crafted natural river rock bench is designed of two natural river rocks and a hand polished granite seat 39" x 16" x18". The raised arm of the bench is the perfect place to have a loved one's name engraved.

The cost of the bench is \$1800.00 which includes up to 20 engraved letters.

100% RECYCLED PLASTIC CEDAR-STYLE BENCH

The hand crafted plastic cedar-style bench is approximately 5 feet long by 3 feet high with an engraved backrest. The cost of the bench is \$1000.00 and includes 2 lines of engraving with up to 20 letters per line.

*Both benches can be placed at the zoo in an area of your choice for all to enjoy. Subject to Zoo Director's approval.





ENDOWMENT FUND PROGRAM

The Society established this fund to ensure that the growth and quality of the NEW Zoo will continue to expand well into the future. The principal of any gift to this fund will not be spent as long as the zoo is in existence. The earnings, invested through the combined efforts of local investment institutions, will be used as needed to support the mission of the Society.

WALL OF HONOR PROGRAM

Please consider supporting this program with your financial gifts, time, talent, materials, or supplies.

We will acknowledge your gift of \$500 or more by placing a plaque, with your name, on this wall.

The plaques are custom laser engraved, with gold dye inlaid, on black polished marble.

\$ AMOUNT	LOCATION ON WALL
\$500 - \$999	BRONZE
\$1000 - \$2499	SILVER
\$2500 - \$4999	GOLD
\$5000 - \$9999	PLATINUM
10000 – and up	MAJOR

^{*}Donors that give to specific exhibits/buildings may be recognized on an individual wall inside of that building.

CONSERVATION GRANT PROGRAM

The N.E.W. Zoological Society, Inc. along with the NEW Zoo proudly introduced the Conservation Grant Program in 2007. Each year grant monies are awarded to qualified individuals/projects that will support wildlife conservation, education, and research efforts world-wide. A committee evaluates all applications and awards monies to these projects dedicated to results-based solutions.

2012 Conservation Grant Recipients:

- Mr. Dickson Baseke, Project Manager
 Integrating Cultural Values in Managing Human-Elephants Conflicts in Northern Uganda Project
- Miss Zoe Muller, Principal Investigator
 Rothschilds Giraffe Project Ecology and Conservation of the Endangered Rothschild's Giraffe in Kenya

PLANNED GIFTS

Please consult with your attorney or financial advisor regarding the following gifts to the N.E.W. Zoological Society, Inc:

- General Bequest
- Specific Bequest
- Residual Bequest
- Life Insurance

VOLUNTEERS

Kathy Anderson Lee Anderson Traci Aschenbrener Sue Ascher Howard Baenen Betty Bahringer John Bahringer Amber Baird Keri Bakker Katie Bale Nancy Barthel Terry Becker Allia Bekkers Barb Belanger Cali Belanger Linda Belanger Mike Belanger Sammi Belanger Kevin Belinske Alan Berner Jan Betts Elizabeth Bomber Evan Bosse Don Bramer Melanie Broullire Amy Brown Alicia Brunner Samantha Burdick Kris Cady Nevin Cain Briana Cantalupo Joanne Charles Caleb Clark Vaughan Collins

Rich Compton Tereesa Daul Rob Deall Tim Decker Michelle DeGrave Nicole DeGrave **Brady DeGroot** Dakota Delforge Dawn Delforge Mark Delforge Brittanie Delorit Kimberly Dekker Micaela Diedrick Carol Dill Charity Dorn Rob Drall Maddie Dudek Michelle Eckert Anne Edwards Joshua Everetts Bryan Fager Kelly Falck Claire Fasbender Ethan Fenlon Kristin Fenlon **Emily Fisher** Byron Froelich Erin Froelich Logan Froelich Debbie Funk Briane Gagner

Kaylee Garrett

Christina Gerlach

Judi Georgia









Volunteers are **love** in motion.

- UNKNOWN

Ken Korbas

Arlene Giese Dale Giese Pam Giese Marina Goeben Miles Goeben Paula Goeben Kim Grahl Jennifer Grathen Natalie Grathen Olivia Grathen Tammy Guerts Sarah Hakim Rachael Hansen Sue Hansen Cindy Hart **Emily Hart** Briana Harter Dawn Harter Elissa Harter Terry Hetzel Debby Hill Jessica Hille

Mary Hille

Maddy Hoffman

Alec Hoida Wesley Hoida Amber Hoinowski Missy Homan Barb Hucek **Jodie Huss** Seth Huss Linda Immel Gloria Jahnke Alana James Michael James Dan Janssen Lucy Rose Johns Christina Johnson Debbie Johnson Peggy Jorns Dennis Kellner Dawn Klarkowski Emily Klarkowski Riley Klarkowski Kelly Klemolin Carol Konshak **Iacob Konshak** Erin Korb

Scott Korth Coty Kroening Josh Kryger Kailee Kryger George Kubalak Marilyn Kubalak Brianna Kupsky Claire Lamal Maggie Lamal Tawnni Lasee Jaime Laubenstein Magnus Laubenstein Amelia Lauth Dan Lauth Sylvia Lauth Adrienne Leceese Sue Lemke Carter Lemons Skyler Lemons Skyler Lewallen Callie Lewis Megan Lindgren Hannah Long

Brianna Mabie Jeremy Pasterski Dick Sustman Bonnie MacSwain Dena Paul Melinda Tangness Jerilyn Mackey Kayla Paul Naomy Tangness Brock Penn Olivia Maggi Jim Turner Laura Pickart Sarah Maggi Kelly Valentine Erin Manlick Adam Potopa Ken Van Den Elzen Chelsea Prefontaine Julie Van Der Leest Kathy Marchant Dan Przewrocki Jim Marcussen Amy Van Lanen Maureen Rasmussen Madison Van Rens Jenny Maronek Peggy Sue Mason Raymar Rayel Joe Van Sistine Calli Materniak Racheal Revolinksi Paige Vandenlangenberg Molli Materniak Kristen Richards Mike VerBruggen Mary Rocheleau Mary Matzke Emily VerHaagh Ashley McCabe Diane Rockhill Ben Verheyen Colin McCabe Sandy Roeser Emilie Verheyen Ioe McCabe Tim Roskams Richard Verheyen Brandon McDermid Whitney Rynish Brady Vrooman Dick Moe Nick Salewski Lynn Wakefield Nick Molina Christina Schmitt Mary Ward Paul Monfort Liz Schroeder Jessica Ward Mark Schroeder Dave Mulloy Alyssa Warren Maureen Mulloy Maggie Schultz Mary Warren Amber Schulz Michelle Warren Matt Neely Nick Neerdaels Maggie Schutte Jane Watermolen **Brittany Nicholas** Karen Seas Alexandria Wenninger Laura Seas Destin Wernicke James Nigl Amber Noll Ashley Sheedy Rolean Wernicke Brandon Noll Sue Simenz Teagan Wernicke Melissa Noll Karen Slattebo **Keaton Whiting** Charlotte Sohr Gerald Wiedemeier Kayla Notz Millie Wiedemeier Matthew Odea Kaitlyn Soukup Stephanie Olejniczak Leah Wiercinski Alex Spicer Pat Orgeman Stephanie Stanley Collin Willems Al Pahnke **Angie Stiles** Krista Windsand Brenna Witek Barb Pahnke Lori Stiles **Emily Pahnke** Luke Stiles Amanda Zahm Adam Pankratz Rhyder Stokelbusch Ruthie Zahm

WE LOVE OUR NEW ZOO VOLUNTEERS!

Zakk Zander

Chris Sustman

Carrie Pasterski





VOLUNTEER OF THE YEAR 2012: LINDA IMMEL

Hello! My name is Linda Immel, and I have been volunteering at the NEW Zoo for the past five years. My husband, James "JJ" Joseph, and I used to raise and show Tibetan Terriers. When my husband's health began to fail and we were no longer able to attend dog shows, I began to look for something that involved animals that I could participate in as a volunteer. Initially, JJ and I enjoyed shopping for and donating toys and things for the animals—we especially enjoyed picking out toys for the macaws and Pepper, the Pied Crow.

After JJ died, I began volunteering in the zoo kitchen, helping the zookeepers sort produce and prepare meals for the animals. I currently volunteer almost every Saturday and/or Sunday. My "volunteer day" typically starts early Saturday morning, when I stop at a grocery store to pick up some extra produce that I donate to the zoo--I often stop at the diner near the zoo for breakfast, and I always save a half slice of toast so I can make a peanut butter sandwich to give to Buttercup (the Zoo's South American Porcupine) for breakfast! I enjoy making the produce diets as colorful as possible--Tootie and Al, the tortoises, love colorful food--so they might get a red or yellow pepper, a tomato, a peeled orange (they don't like rinds!), yellow squash, a carrot and a chunk of sweet potato on a bed of lettuce--sometimes I dress it up by using purple kale or swiss chard to add even more color! The monkeys---Macagues and Tamarins, need a variety of fruits and veggies---or course they LOVE bananas but they also love oranges, pears, grapes and watermelon!

I also occasionally make treats/toys for the animals--but that's another story! I thoroughly enjoy my volunteer time at the zoo--and getting to know the keepers and zoo staff and hearing stories about the animals has been great. I hope to keep volunteering for a long time! Thank you to the NEW Zoo--it is great to be a part of your volunteer team! And THANK YOU so much for surprising me with the NEW Zoo Volunteer of the Year Award!

2012 DONORS

Making sure the NEW Zoo maintains its presence as a first-class AZA accredited institution requires hard work, dedication, strong financial and in-kind support from individuals, businesses, and foundations.

\$10,000 AND UP

Anonymous x 4

Bernard & Alyce Dahlin Foundation

Byron L. Walter Family Trust

Estate of Marion S. Holmes

Schneider National Foundation

Wisconsin Public Service Foundation

\$5,000 **-** \$9,999

Bleser Family Foundation Pomp's Tire Service

\$2,500 - \$4,999

Ashwaubenon Lion's Club John & Engrid Meng

\$1,000 **-** \$2,499

Dr. Tracey Gilbert/Gentle Vet Animal Hospital Jean Heintz Memorial Fund Rewalt, Raymond & Jean Tilque Family, Vernon & Joan

\$500 - \$999

Anderson, Lee & Kathy Groth, Stephen Oshefsky, Arthur & Judy Ott, Charlotte Steinbrecher, Janet

OTHER DONORS

Abler, Adam

Albers, Laurie

Amundson, Dick & Myra

Anderson, Jim & Jane

Andrews, Claire

Ascher, Susan

Aurora Health

Bartholomew, Robert

& Barbara

Blessing, Linda

Boncher, Stephanie

Boulanger, Sandra

Bourdelais, Robert

Burger, Keith

Burns, Richard & Dora

Burr, Barbara & Charles



Caelwaerts, Jill

Carey, Maureen

Chronowski, Robert

Cunningham, Mary

Czarnecki, Frank

DeSoto Memorial Hospital

Dufour, Rita

Ernie Erbar Memorial Fund

Esson, Rhoda

Felix, Sandra

Fergus, Todd

Fitchett, Lawrence

French, Dan & Lynn

Gibas, Eugene & Margaret

Greenwell, Jody

Guenzel, Bill & Jo

Hamann, Audrey

Hartman, J.A. & R.R.

Heim, Pauline

Hiles, Al & Sandy

Jones, Patricia M.

Kendall, Alice

Kendall, Joy

Knott, Valerie & Archie

Kraucunas, Steve

Krist, Keith & Priscilla

Krull, Larry & Doris

Lewis, Donald & JoAnn

Long, Constance & John

Marx, Lois

Moore, Kathleen

Mueller, Mary

O'Connor, Kelley S.

Penn, Marian

Peot, Lois

Poupore, Norb & Ann

Reeths, Anne

Reimer, Bill & Peggy

Reimer, Richard

Rentmeester, Arnie & Bernice







Rinsch, Harold & Marilyn Rossell, Sharon Russell, Ann Russow, Jacqueline Russow, Thomas Russow, Victoria & Marvin Satans Outcasts Schaefer, Kathryn Scherer, Joe Schlais, Scott & Brenda Schuldes, Ken & Marge Schuller, Lucy & Wolfgang Sjogren, Michael Solberg, Joan Solberg, Samuel & Karolyn Sparks, Patricia St. Louis School Strutz, James & Barbara

Swetters, Mary

Thrivent Financial
Tiedtke, Heather
VanRoy, Karl
Wallace, Hank & Diane
Weinhold, Donald
Westphal, Roger & Patricia
Wisconsin Public Service
(Dollars for Doers)
Wisconsin Public Service
(Matching Gifts)

IN-KIND DONORS

Zernzach-Mathe, Cynthia

Acute IT Resources
Anderson, Tackman
& Company
Anonymous x 2
Mau & Associates
(Steve, Chris,
& Marissa Bieda)

Cellcom



SOCIETY FUND-RAISING ACCOMPLISHMENTS

Education &
Conservation Center
Snow Monkey Exhibit
Giraffe Exhibit
Aviary
K.C. Stock Safari Train

K.C. Stock Safari Train Endangered Species Carousel Visitor Center
Lynx Exhibit
Tortoise Exhibit
Lion Exhibit
Otter Exhibit
Animal Care Facility
Penguin Exhibit
And more...

Chalet Design
Colberg, Rick & Gayle
Czarnecki, Dave & Karen
(Wisconsin Public Service)
Czarnecki, Frank & Geri
Dufour, Rita
Forever Friends Pet Crematory
Groh, Ed & Janet
Gilbert, Dr. Tracey

Kosmoski, Paul & Patrice Krawczyk, Steve, Carla, & Andi Krawczyk, Vern & Judy NWTC Welding (Jon Russell)

randm studio Raymond James/Andy Farah

Rentmeester, Arnie & Bernice Schepp, Treena/

Treehouse Design Schenkelberg, Ben

Sumnicht, Hilary

VS Machine, Inc.

Van Roy, Karl

Wallace, Hank & Diane

EVENT SPONSORS

95.9 KISS FM 104.9 The Wolf AVENUE 91.1
BayTek Games
FOX 11 WLUK
Gentle Vet Animal Hospital
Green Bay Expo Services
Green Bay Packers
Organization

Jones Sign PDQ Reinhart Foods

BENCH DONORS

Hanstedt, Leland Kasper, Richard Marchant, Diane Nischke, Ashley Nischke, Kevin & Rainy Christopherson

Noth, Roberta O'Connell, Debra Kay

Pamperin, Mike

Salm, Mike & Dawn, Carolyn Maricque

Thayse, Terrence VandeLoo, Linda

Watson, Bob

Schumacher, Judy

Thank you for your support & friendship!

> STATEMENTS OF FINANCIAL POSITION, DEC. 31, 2012 & 2011



ASSETS		2012		2011	
CURRENT ASSETS					
Cash and cash equivalents	\$	159,235	\$	211,497	
Unconditional promises to give		45,500		29,000	
TOTAL CURRENT ASSETS		204,735		240,497	
FIXED ASSETS					
Equipment	\$	3,989	\$	3,989	
Less accumulated depreciation		798		_	
NET FIXED ASSETS		3,191		3,989	
OTHER ASSETS					
Investments		259,758		198,316	
Unconditional promises to give less current portion		35,500		76,000	
TOTAL OTHER ASSETS	ار داده	295,258		274,316	
TOTAL ASSETS	\$	503,184	\$	518,802	
LIABILITIES AND NET ASSETS					
LIABILITIES					
Line of Credit	\$	153,862	\$	170,000	
Accounts Payable		821		145,890	
TOTAL LIABILITIES		154,683	1	315,890	
NET ASSETS					
Unrestricted					
General Designated – endowment		27,185		(123,622)	
		259,758		198,316	
Temporarily restricted		61,558		128,218	
TOTAL NET ASSETS	7	348,501	7 77	202,912	
TOTAL LIABILITIES AND NET ASSETS	\$	503,184	\$	518,802	

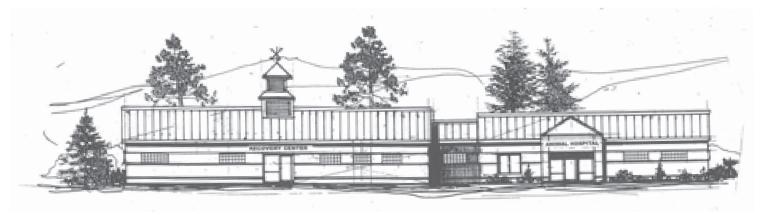
> STATEMENTS OF ACTIVITIES YEAR ENDED DEC. 31, 2012

SUPPORT AND REVENUE	Unrestricted	Temporarily Restricted	Total
SOLLOKI MAD KEVENCE			
Contributions	\$ 177,887	\$ 111,233	\$ 289,120
Special events – net	36,646	- 11	36,646
Investment return	23,821		23,821
Other interest income	94		94
Miscellaneous income	43	43	43
Net assets released from restrictions	177,893	177,893	-
TOTAL SUPPORT AND REVENUE	416,384	66,660	349,724
EXPENSES			
General and administrative	\$ 36,431	\$ -	\$ 36,431
Fundraising cost	33,269	_	33,269
Habitat outlays	134,435	-	134,435
TOTAL EXPENSES	204,135	-	204,135
INCREASE IN NET ASSETS	212,249	66,660	145,589
Net assets, beginning of year	74,649	128,218	202,912
NET ASSETS, END OF YEAR	\$ 286,943	\$ 61,558	\$ 348,501

A full set of audited financial statements is available on request.



CURRENT FUND-RAISING PROJECT



New Animal Hospital

The N.E.W. Zoological Society is currently raising funds to build a new Animal Hospital at the Zoo. The new Hospital will contain modern, state of the art equipment to provide our animals with the best possible medical care. It will also provide safe housing for sick and injured animals, and a quarantine space for all the new animals that come to us each year.

Our old Animal Hospital was built in 1993, and is only 3420 square feet in total size. A good portion of this is devoted to the diet kitchen, where all the meals for the animals are prepared. The facility has served for many years, but unfortunately we have outgrown it. The treatment and surgery rooms are so small that often there is not enough space for the entire veterinary team to work around a large animal and all the essential equipment! And, much of the equipment has become outdated or obsolete.

Many things have changed in the last twenty years! First, the Zoo's collection of animals has grown and become much more diverse. We now have over 220 animals, including fish, amphibians, reptiles, invertebrates, birds, and mammals. We care for red pandas, snow leopards, cougars, red wolves, giraffes, an albino alligator, large troop of snow monkeys, and tiny cotton topped tamarins, in addition to the lions, bears, deer, bison and elk. We have a very diverse collection of birds, including a colony of African penguins, many species of parrots, wattled



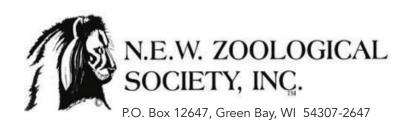


cranes, kookaburras, and emus. And there is a nice collection of farm animals in the Children's Zoo. Many of our animals are endangered species, and we participate in Species Survival Programs to help preserve them through planned breeding.

Second, veterinary medicine has become much more sophisticated in the last twenty years. The standards of care for zoological medicine are rising to keep pace with those of traditional veterinary practice. Technology has leapt forward, with sophisticated, digital equipment available to provide faster, more accurate diagnostics.

Because preventive medical care is our major focus, we perform many comprehensive examinations and routine testing of the animals, provide contraception, and monitor and treat chronic conditions. Dentistry, geriatric care, tumor removals, wound repair and other treatments frequently performed at the Zoo these days. Even a Caesarian section was done on a snow monkey! As our animals live longer, they routinely receive care for aging issues such as arthritis or kidney problems.

In planning the new Animal Hospital, we will resolve a number of challenges, but also provide for the future needs of the NEW Zoo's animal collection. The improvements will reduce stress to the animals, improve diagnostics and treatment, and increase safety for the animals and staff. And the new facility will provide a unique educational experience for our visitors, with a special viewing area that allows guests to observe our veterinary team at work on the animals!





A gift of any amount will be deeply appreciated and will help us to continue our mission of supporting the NEW Zoo to build a new Education & Conservation Center, to acquire new animals, and to strive to keep the quality facility that it has become.

I would like to donate\$25.0	00\$50.00	\$100.00							
\$500.00 receive recognition	on the Wall of H	onor-Bronze							
\$1,000.00 receive recognition on the Wall of Honor-Silver									
\$2,500.00 receive recognition on the Wall of Honor-Gold \$5,000.00 receive recognition on the Wall of Honor-Platinum									
Other	,								
Enclosed is my check for \$	payable to	the N.E.W. Zoolo	gical Society, Inc.						
Name of Donor		Address							
City	State	Zip	Phone						
I prefer you bill myVisa _	MasterCard	Account Number		Exp. Date	_				
Signature		Date		_					
Please fill out card and remit with		6 D W	4007.07.47						
N.E.W. Zoological Society, Inc.,	P.O. Box 12647	, Green Bay, WI 5	4307-2647						