



N.E.W. ZOOLOGICAL  
SOCIETY, INC.

# 2016 Annual Report



ACCREDITED BY THE  
**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**

Design by Hilary Sumnicht  
Photos by Janet Groh and Melissa Radtke





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

2016.....many milestones reached, several goals met and lots of happy animals.

One of our most proud moments was the dedication of our newly renovated diet kitchen. Part of our new Animal Hospital construction projects was the renovation of the old Hospital into a new Diet Kitchen. We spent close to \$90,000 giving the old facility a major facelift including removing walls, new floors, ceilings, menu board, observation windows, stamped concrete and nutrition fact signage. It really gave the public the ability to peer deeper into what it takes to feed all the animals on a daily basis.

Also in 2016 we have been working hard to get our facility paid off and start to purchase all of the much needed medical equipment. We have put a large dent in our equipment needs but have a ways to go finishing up all the caging for the large hoof stock areas.

The Society also completed fundraising and plans for a new exhibit for the “Great Plains Exhibit”. The new exhibit will house a Badger and the Prairie Dogs. This new display is planned to be a much more interactive exhibit. It will allow kids and

adults to enter tubes that will allow them to pop up in a clear dome in the middle of the animals and be face to face with them. Construction will begin in early 2017 with hopes to be complete by the time the kids get out of school.

Schultz & Williams and CLR worked on a new Master Plan for the NEW Zoo in 2016 and recently completed it in early 2017. The plan was rolled out to the public in January and has the next 10 to 15 years of expansion all laid out. It will be exciting to get the Society rolling on the next major project and we can’t wait to get it up and running.



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

CURRENT BOARD OF DIRECTORS

- Steve Bieda  
PRESIDENT
- 
- VICE PRESIDENT
- Paul Kosmoski  
TREASURER
- Dave Czarnecki  
SECRETARY

BOARD MEMBERS

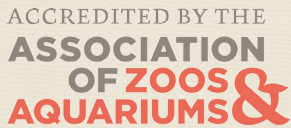
- Frank Czarnecki
- Joe Draves
- Gary Ehrbar
- Brian T. Flood
- Dr. Tracy Gilbert
- Craig Kolb
- Jeff Marquardt
- Jes Roloff
- Arnie Rentmeester
- Ben Schenkelberg
- Hank Wallace

BOARD MEMBERS EMERITUS

- Dick English
- Judy Krawczyk

TECHNICAL ADVISORY COMMITTEE (TAC)

- Neil Anderson
- Tony Ehrbar
- Janet Groh
- Angela Kawski-Kroening
- Vern Krawczyk
- Carmen Murach
- Bernice Rentmeester
- Karl VanRoy



Statement of Financial Position as of Dec. 31, 2016

ASSETS	
Current Assets	
Cash	\$ 170,350
Pledges Receivable, Net	\$ 37,167
Total Current Assets	\$ 207,517
Property and Equipment	
Furniture and Equipment	12,289
Less: Accumulated Depreciation	-8,190
Net Property and Equipment	4,099
Other Assets	
Investments	365,329
Pledges Receivable, Net	19,523
Total Other Assets	384,852
TOTAL ASSETS	\$ 596,486
LIABILITIES AND NET ASSETS	
Current Liabilities	
Current Portion of Long-Term Debt	\$ 110,000
Accounts Payable	-
Total Current Liabilities	110,000
Long Term Liabilities	228,000
Total Liabilities	338,000
Net Assets	
Unrestricted (Deficit)	85,918
Temporarily Restricted	172,550
Total Net Assets	258,468
TOTAL LIABILITIES AND NET ASSETS	596,468

Schedule of Functional Expenses for the Year Ended Dec. 31, 2016

	Program Services	Management and General	Fundraising	Total
EXPENSES				
N.E.W. Zoo.				
Improvements	\$ 83,999	-	-	\$ 83,999
Plaques	-	-	125	125
Memorial Garden	260	-	-	260
Brick Expense	-	-	4,023	4,023
Education Coordinator	55	-	-	55
Membership Dues	877	-	-	877
Advertising	-	-	2,695	2,695
Postage	-	270	27	297
Printing	-	-	114	114
Office Supplies	-	2,302	96	2,398
Credit Card Fees	-	208	9	217
Professional Fees	-	7,832	-	7,832
Depreciation	-	1,897	-	1,897
Insurance	-	1,962	-	1,962
Outside Services	4,519	24,401	1,205	30,125
Telephone	-	960	40	1,000
Interest	12,376	-	-	12,376
Miscellaneous Expense	128	-	-	128
TOTAL EXPENSES	\$ 102,214	\$ 39,832	\$ 8,334	\$ 150,380

Statement of Activities for the Year Ended Dec. 31, 2016

	Unrestricted	Temporarily Restricted	Total
REVENUE AND OTHER SUPPORT			
Contributions	\$ 51,711	\$ 143,895	\$ 195,606
Special Events, Net	29,853	-	29,853
In-kind Contributions – Special Event	2,900	-	2,900
In-kind Contributions – Program	2,460	-	2,460
Interest income	19	-	19
Net Assets Released from Restrictions	180,752	-180,752	-
TOTAL SUPPORT AND REVENUE	267,695	-36,857	230,838
EXPENSES			
Program Services	102,214	-	102,214
Management and General	39,832	-	39,832
Fundraising	8,334	-	8,334
Total Expenses	150,380	-	150,380
CHANGE IN NET ASSETS BEFORE GAINS ON INVESTMENTS	117,315	-36,857	80,458
REALIZED AND UNREALIZED GAINS ON INVESTMENTS	27,099	-	27,099
CHANGE IN NET ASSETS	144,414	-36,857	107,557
NET ASSETS (DEFICIT) BEGINNING	-58,496	209,407	150,911
NET ASSETS – ENDING	85,918	172,550	258,468





## 17<sup>th</sup> Annual "Feast with the Beasts" 2016

The N.E.W. Zoological Society, Inc. along with the Wisconsin Restaurant Association (WRA) hosted the 17th annual "Feast with the Beasts" event, presented by Capital Credit Union, on August 8th. The SOLD OUT event was a huge success! The weather was beautiful and our zoo animal friends were out and active. Thank you to all the wonderful volunteers, zoo staff, participating vendors, sponsors, & those that purchased a ticket. Proceeds from the event exceeded \$50,000.00 and will go to support the missions of the N.E.W. Zoological Society & the WRA-Green Bay Chapter. Hope to see you next year!!

### Thank you 2016 Food, Beverage, & Music Participants!

1951 West, 95.9 KISS FM, 104.9 NASH, Caliente, Culver's, Dean Distributing, DeGrand Family Restaurant, Dunkin Donuts, Edible Arrangements, Fajita Republic, Four Way Bar & Restaurant, General Beverage, Grazies, Green Bay Distillery, Hagemeister Park, HuHot Mongolian Grill, Kay Distributing, Legends, La Java, Los Banditos, The Marq, Michael Gillespie and the Trio, Noodles & Company, Olsen's Piggly Wiggly, Pepsi, Sam & Louie's Pizza, St. Brendan's Inn, Subway, Texas Roadhouse, The Oilerie, Titledtown Brewing, The Bottle Room, Triangle Distributing, Tundra Lodge, Woodfire Lodge, Zesty's Frozen Custard

Thank you to our Wonderful Sponsors:



## 4<sup>th</sup> Annual "Skunks are Beautiful" Cribbage Tournament

Our 4th annual "Skunks are Beautiful" Cribbage tournament was a huge success! The event was SOLD OUT days before the event. There were 70 teams in the Ski Lodge at the NEW Zoo and the place was hopping! We were up approximately 30 teams from the prior year and we doubled our proceeds.

Thank You to Our Wonderful Sponsors:



### APRIL 13, 2017

Gather on Broadway will host the NEW Location for this year's "Skunks are Beautiful" Cribbage Tournament. The cost is \$50 per 2 man/woman team and the event is limited to 72 teams. Last year we sold out before the event. Dinner (free) will be served at 6pm! Come try your luck and get ready to play cards! E-mail [newzoosociety@gmail.com](mailto:newzoosociety@gmail.com) for more information or to join the sponsor team-Naming Rights still available.

### AUGUST 7, 2017

Wine & Dine at our 18<sup>th</sup> Annual "Feast with the Beasts" Event, presented by Capital Credit Union. This popular event, hosted by the N.E.W. Zoological Society and the Wisconsin Restaurant Association, will run from 6 until 8 p.m. Eat, drink, and mingle, while visiting with your favorite animal friends at the NEW Zoo. Tickets are \$35 in advance and \$40 at the door (if available). Tickets are limited and they go fast! E-mail [newzoosociety@gmail.com](mailto:newzoosociety@gmail.com) to join the sponsor team.

### SPRING 2017-GREAT PLAINS EXHIBIT

Construction will be starting this spring on the exhibit that will accommodate 12 Prairie Dogs & 1 Badger. There will be underground tubes for visitors to crawl through, pop their heads up into a clear plastic viewing area to see the creators in their natural habitat.







# We could not do it without you!

Your generosity allows the NEW Zoo to continue offering excellent animal, education, and conservation programs, to provide an exemplary visitor experience, and to assure a clean and safe environment for our animal collection, staff, and guests from all over Wisconsin and the region. Our genuine thanks go to you, our faithful friends, who year after year support the NEW Zoo with your philanthropic donations, enabling us to make the wonders of wild life accessible to the entire community.

## SOCIETY FUNDRAISING ACCOMPLISHMENTS

- Cornerstone Animal Hospital & Recovery Center Project
- Hmielewski Family Automatic Door Project
- K.C. & Georgia Stock "Georgia's Kitchen"
- Great Plains Exhibit
- Education & Conservation Center
- Snow Monkey Exhibit
- Giraffe Exhibit
- Aviary
- 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...

### \$10,000 AND UP

- |                        |   |
|------------------------|---|
| Bernie & Alyce Dahlin  | Green Bay/Brown County Professional Football Stadium District |
| Capital Credit Union   | Jack & Engrid Meng  |
| Cornerstone Foundation | Ruth & William Merkey Foundation                              |
| Festival Foods         |   |

- Ryan & Lori Hmielewski  
Schneider National Foundation  
Wisconsin Public Service Foundation

### \$5,000 – \$9,999

- Anonymous  
Dr. Tracey Gilbert/  
Gentle Vet Animal Hospital

### \$2,500 – \$4,999

- Hart Design Foundation  
PDQ  
Green Bay Packers Foundation

### \$1,000 – \$2,499

- Anonymous  
BayTek Games  
Cellcom Grant  
Deleers Construction  
Ehrbar, June  
Greater Green Bay Community Foundation

- Kohl's Grant  
Hannemann, Joyce O.  
Kosmoski Family/  
KOS Management  
Martin Systems  
Winona Foods  
Wochinske FamilyFoundation  
Zeise Construction

### \$500 – \$999

- E.W. & Margaret Leicht Family Fund/Greater Green Bay Community Foundation  
Gray, Daniel & Martha  
Mackey, Jerilyn/  
United Health Group  
Oshesky, Art & Judy  
S & L Motors  
Watermolen, Jim & Jane

### UP TO \$499

- Anonymous  
Anderson, Jim & Jane

African penguins are in trouble and they need our help.

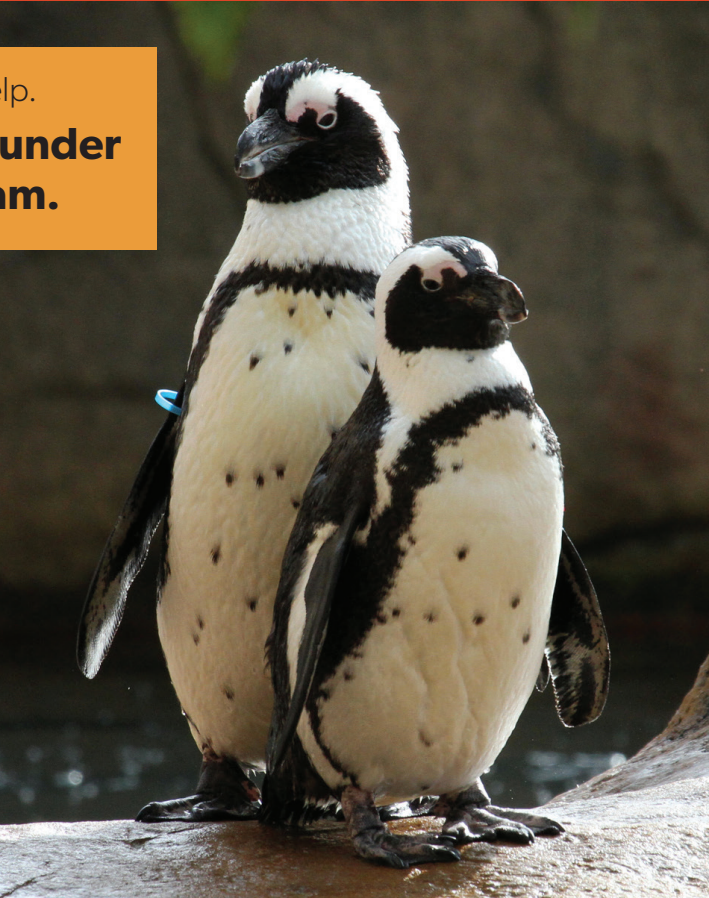
**We are proud to be a SAFE Project Funder for the African Penguin SAFE program.**

- Ascher, Susan  
Austin, Jeffrey  
Baker, Stephanie A.  
Basten-Sturm, Kathleen  
BayCare Clinic Foundation/  
Dr. Kevin Wienkers  
Bomber, Elizabeth  
Bosse, Evan  
Bottensek, Jayne  
Brunette, Thomas  
Byerly, Cassandra  
CLR Design  
Degroot, Richard & Carol  
DuChateau, Jeff  
Dunand, Sandra  
Esson, Rhoda  
Fleck, Mike  
Forst, Julie  
Fowles, Linda  
Gillespie, Tracy  
Groh, Janet  
Heim, Pauline  
Hiles, Al & Sandy  
In Memory of Dot & Mike Keuten  
In Memory of Ron Murphy  
Jenkins, Linda  
Joan Hogan Fund  
Kendall, Joy  
Kennedy, Sue  
Krawczyk, Vern & Judy  
Krist, Keith & Priscilla  
Leier-Engelhardt, Paula  
Moe, Richard  
Poupore, Norb & Ann  
Punzel, Carla  
Rock, Kristen

- Rockhill, Diana  
Romero, Jamie  
Ruetten, Victoria & Joel  
Schneider, Pamela & Chad  
Schultz & Williams  
Sheedy, Mary Jean  
Shoemaker, Dan  
Thomma, Holly  
Tillou, Dannie  
Trezise, MacKenzie  
Vieau, Mike & Bonnie  
Wagner, Bob & Tina  
Zunker, Donald & Donna

### IN-KIND DONORS

- Advanced Disposal  
Cellcom  
Dean Distributing  
Gilbert, Dr. Tracey  
Jones Sign  
Kay Distributing  
Mau & Associates  
NWTC- Welding Department/Jon Russell  
Quinn & Son's Concrete  
Radtke, Melissa  
Radtke, Rita  
Reinhart Foods  
Scenic View Landscaping  
Sumnicht, Hilary  
Treehouse Design/  
Treena Schepp  
Triangle Distributing  
Victory Sign  
Village of Suamico  
Wisconsin Film & Bag  
Wisconsin Public Service



### EVENT SPONSORS

- 95.9 KISS FM  
104.9 NASH FM  
Advanced Disposal  
BayTek Games  
Capital Credit Union  
Dean Distributing  
DeLeers Construction  
FOX 11 WLUK  
Green Bay Expo Services  
Green Bay Packers Organization/"Feast with the Beasts" Event  
Green Bay Packers Organization/"Skunks are Beautiful" Cribbage Tournament  
Hart Design Foundation  
Jones Sign  
Kay Distributing  
KOS Management  
Kuehn Printing

- Mau & Associates  
PDQ Carwash  
Reinhart Foods  
S & L Motors  
TreeHouse Design/  
Treena Schepp  
Triangle Distributing  
Victory Sign  
Winona Foods  
Zeise Construction

### BENCH PURCHASES

- Paradis, Greg & Wendy  
Havlik, Todd  
Daul, Holly  
Doyle, Mary Ann  
Piwonski, Heather  
Nicklas, Tom  
McClure, Bob & Bev/McClure Revocable Trust of 2013

*Thank you for your support & friendship!*





**WALL OF HONOR PROGRAM**  
\*LOCATED IN THE MAYAN RESTAURANT\*  
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.

\$ AMOUNT	PLAQUE COLOR
\$500 - \$999	CRANBERRY
\$1000 - \$2499	CREAM
\$2500 - \$4999	BROWN
\$5000 - \$9999	GRAY
\$10000 – & up	BLACK

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

**BRICK PROGRAM**  
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 the Society support our beautiful zoo and serve as a memorial for all to enjoy. Today all engraved bricks are placed in stainless steel frames, off the ground, at the entrances of our animal exhibits. The N.E.W. Zoological Society, Inc. relies on brick sales to help offset the costs of operating expenses.

**MEMORIAL BENCHES PROGRAM**  
**Raised-Arm Basalt Rock Bench – \$1800.00 (includes 20 letters engraved)**  
Hand crafted Basalt rock bench is designed of two natural rocks and a hand polished seat approximately 39” x 16” x H18”. Engraved lettering may be placed on the raised-arm or seat.



**Granite Garden Bench – \$1400.00 (includes 20 letters engraved)**  
Hand-carved from natural stone bench has a polished seat with a natural rock face finish. This bench measures 39” x 15” x 18”H and the color options vary depending on availability. Engraved lettering will be showcased on the seat.



**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 earnings, invested through the combined efforts of local investment institutions, will be used as needed to support the mission of the Society.



**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.

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

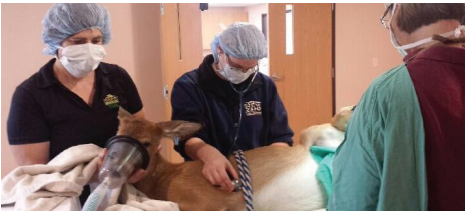
- General Bequest
- Specific Bequest
- Residual Bequest
- Life Insurance

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



**Cornerstone Animal Hospital & Recovery Center Project Update**  
Please consider making a donation to help us accomplish our goal!!

The FINAL phase is near of the Cornerstone Animal Hospital!!! The Society has raised over \$1M of the \$1.5 million goal in pledges, monetary and in-kind donations, and services. Equipment purchase and installation will take place over the next two years, to be complete at the end of 2018. Our most urgent needs are for indoor/outdoor caging, digital radiography systems, blood analyzers and other diagnostic equipment. The Society will also be funding equipment upgrades to replace aging diagnostic and



First operation in the animal hospital  
therapeutic equipment. This includes digital x-ray systems, endoscopy, dental equipment, monitoring devices for anesthesia, and laboratory equipment.

This project is designed to improve the quality of veterinary care for the animals at the Zoo and at the same time enhance the experience of the Zoo visitors. Educational opportunities involving the Animal Hospital will be expanded in frequency and scope, and new educational media will be placed by the viewing windows of the new kitchen. These changes are essential to meeting the high standards of care for the animal collection and maintaining AZA accreditation.

**The NEW Zoo Celebrated the Grand Opening of “Georgia’s Kitchen”**



K.C. & Georgia Stock generously purchased the naming rights to the new diet kitchen, making it possible to prepare daily meals for all the animals at the zoo. In keeping with AZA accreditation and growing population of zoo animals, it was necessary to construct the new building. The Festival Foods donation made it possible for the public to be educated with food and nutrition facts. They can be viewed along the Festival Foods Nutrition Trail, located in front of the new facility. While you are there, peer inside the windows to see food expertly being prepared by zoo staff. There is also a daily menu displayed on the wall showing what each animal consumes on a daily basis. The building also accommodates some of our zoo animal friends during the frigid months in a new winter holding area.



**The Hmielewski Family Automatic Doors**

The Hmielewski Family donated the Automatic Doors that welcome you into the NEW Zoo. We are so grateful to them and their family for making this possible.







This list of 176 volunteers represents the people who have gone through the NEW Zoo’s Volunteer Orientation & Training program and who volunteered time or services during the 2016 year. These volunteers are dedicated enough to become a part of our volunteer family, attending our trainings and purchasing a volunteer uniform. After completing Orientation, our “Regular Volunteers” can set their own schedules and assist at the NEW Zoo as their calendar allows. We actually have about 230 Regular Volunteers; some just weren’t able to be active for the 2016 calendar year. We are grateful, however, for each and every person who has taken the time to successfully become a Regular Volunteer. We couldn’t do what we do without you!

In addition to Regular Volunteers, there are also many more individuals – people we consider “Event Volunteers” – who help keep the NEW Zoo running through their volunteerism. For example, during the six nights of our 2016 North Shore Bank Zoo Boo, it took 681 volunteers committing approximately 2,665 hours to make the event happen! Not only that, but an additional 74 corporate volunteers came to us from Associated Bank and Festival Foods during the months of September and October – just to help us decorate for Zoo Boo! In other words – we need a LOT of help to be successful. Each calendar year is a bit different, but in general, we average seeing about 900 to 1,000 volunteers per year when all is said and done. Wow!

So, to those of you who volunteered during any of our zoo events, or perhaps came to help with special projects arranged by your employer as a team building activity – please know that we appreciate every minute you spent with us, volunteering your time. Without volunteers, the NEW Zoo would not be able to do what we do. THANK YOU!

Katee Anderson	Peggy Brown
Kathy Anderson	Corey Casper
Lee Anderson	Josh Chamberlain
Sue Ascher	Rich DeGroot
Kara Austin	Tammi Dernbach
Vicki Bach	Adam Dill
Betty Bahringer	Carol Dill
John Bahringer	Jaedyn Dordel
Abby Bailey	Charity Dorn
Stacy Balza	Keiana Dugan
Nancy Barthel	Michelle Eckert
Terry Becker	Linda Fowles
Cali Belanger	Cortney Frisque
Carol Bieda-Kyles	Jackie Frisque
Charley Bigler	Stephanie Fritz
Tim Bigler	Byron Froelich
Ariel Blank	Kathleen Frost
Bethany Blank	Sandie Gavin
Elizabeth Bomber	Sofia Gavin
Margaret Brabant	Amelia Gessner-Knepel

Tammy Geurts	Tammy Korb	Dick Moe
Hannah Giese	George Kubalak	Verna Molina
Marina Goeben	Marilyn Kubalak	Peggy Mrozinki
Paula Goeben	Michelle Kuyoth	Nick Murray
Anne Grinkey	Carol Kyles	Nate Nelson
Haley Grunwald	Tony LaBlanc	Stephanie Neumeier
Amber Gunderson	Katrina Larsson	Amelia Nicolas
Grace Gunville	Lydia Larsson	Sadie Nicolas
Jamie Gunville	Natalie Larsson	James Nigl
Leslie Hafeman	Tanner Laskowski	Jayden Nordquist
Rachael Hansen	Jamie Laubenstein	Katrina Nordyke
Griffin Harris	Magnus Laubenstein	Sam Okhuysen
Andrew Harrison	Dan Lauth	Lee Olsen
Heather Harrison	Sylvia Lauth	Cassandra Otte
Elen He	Connor Ledvina	Chantel Parks
Brooke Hendricks	Jesse Lee	Karli Peterson
Lauren Hennes	Chris Leutner	Michael Pietraszek
Cathy Hill	Jody Liske	Hunter Pikus
Mary Hille	Dan Lorenz	Kristy Pikus
Scotlynn Host	Nick Lorrigan	Dan Przewrocki
Linda Immel	Terry Lorrigan	Sherry Przewrocki
Gloria Jahnke	Jerilyn Mackey	Maureen Rasmussen
Christina Johnson	Bonnie MacSwain	Bernie Rocheleau
Debbie Johnson	Jean Makreff	Sue Rocheleau
Raymond Johnson	Alex Malueg	Diane Rockhill
Peggy Jorns	Peggy Sue Mason	Jamie Romero
Rebecca Karcz	Madison McIntyre	Noah Rustlie
Tammy Karcz	Daniel McQuillan	Marie Schneider
Addison Kay	Jayne McQuillan	Kaylan Schockley
Sue Kennedy	Parker McQuillan	Paige Schuh
Elijah Komp	Ethan Meyer	Zachary Schumacher
Carol Konshak	Rochelle Meyer	Chris Seabul
Matthew Korb	Zach Meyer	Karen Seas

**We love our NEW Zoo Volunteers!**



**PRINTING COMPLIMENTS OF  
WISCONSIN PUBLIC SERVICE**



**Hodari and Zuri say, "THANK YOU!"  
to all of our Giraffe Volunteers!**

Laura Seas	Chris Sustman	Cindy Waters
Garth Seehawer	Dick Sustman	Nicole Wautlet
Danielle Senger	Andrea Szczepanski	Katrina Weber
Jordan Shafel	Bob Thut	Carol Welhouse
Kaylan Shockley	Dylan Van Camp	Suzanna Wery
Sam Shriver	Jessica Van Camp	Jade Whisler
Sue Simenz	Nicole Van Hout	Amanda Zahm
Karen Slattebo	Joe Van Sistine	Ruthie Zahm
Charlotte Sohr	Ken VandenElzen	Don Zunker
Kaitlin Soleski	Michael VerBruggen	Donna Zunker
Julia Soma	Lynn Wakefield	Owen Zunker
McKenzie Springer	Mary Ward	
Marsha St Louis	Jane Watermolen	



LETTER FROM THE DIRECTOR

Hard to believe it is 2017 already and 2016 has passed. The NEW Zoo finished the year with an attendance number of 223,877 which was slightly down from the 2015 annual attendance of 233,616. With a wet Spring and a hot summer attendance took a slight dip. The Zoo also remained self-funded and ended the year in great financial shape. That is a tremendous accomplishment being that the zoo is 1 of only 8 of the 230 Association of Zoos and Aquariums (AZA) accredited zoos & aquariums in 47 states that are currently self-funded (receiving no tax support) and the only one that does not have operational support from an endowment fund. Most zoos are about 60% self-funded. We continue to build on our current business model working towards a sustainable zoo business model while providing the frequent zoo visitors with new experiences from year to year.

A new Strategic Plan & Masterplan was developed in 2016 which will guide the Zoo's future growth and sustainability. The plan was a major undertaking of over 6 months of hard work by staff, Brown County elected officials and volunteer community members who continue to support our efforts for the entire 1600-acre site. It replaces the outdated 2001 zoo masterplan developed in the past. I think you will find it as exciting as we do for the future of your Zoo. The combined strategic and master planning process is the 1st time the entire 1,600 acres, the NEW Zoo, Adventure Park & Reforestation Camp has been analyzed as one integrated unit. The Key masterplan drivers were to:

- Unify the Adventure park, NEW Zoo, and Reforestation Camp Recreational Trails
- Create **THE** Regional destination for Wildlife Conservation Education & Adventure
- Diversify the recreation for an Incredible Guest Experience
- Exemplify the Highest Standards of Animal Care

A new unified and update Mission Statement serves as our fundamental building block upon which the strategic plan was developed.

**Mission Statement:** Connecting the community with wildlife and nature through engaging, interactive experiences.

Please check out our new strategic plan and masterplan on our website: [newzoo.org](http://newzoo.org). Like all strategic plans and masterplans, they serve as a living document and will have continuous input and reviews from year to year.

The Zoo also received for the 5th year in a row Trip Advisors Certificate of Excellence as a 2016 winner based on the ratings by guests on Trip Advisor.

We have included in each section of the annual report the many accomplishments of our NEW Zoo staff, N.E.W. Zoological Society, and all the volunteer efforts which without each other we could not provide our community with an accredited zoo. We also include the Adventure Park this year as well. I especially want to thank the volunteers that have given so much of their time and talents in all areas of the zoo. Their efforts result in our success on so many levels. Congratulations to all their efforts

and accomplishments that are highlighted in the 2016 annual report!

The N.E.W. Zoological Society is our support organization and their ongoing support and efforts are crucial towards the success of the zoo as well as connecting the community with their zoo. 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. It continues to serve as a great example of a successful public-private partnership which continues to improve your community zoo.

The Zoo Society continues their fundraising efforts in 2016 completing the building phase of the new Cornerstone Animal Hospital. Current fundraising efforts will support the hospital equipment needs as well as the caging systems and furnishings in the animal holding areas within the animal hospital. These areas will temporary hold animals in treatment or under quarantine. Renovation and repurposing of the old animal hospital into a diet/nutrition center was completed in 2016. A grand opening of the center which includes additional visitor viewing opportunities of staff preparing the daily animal collection diets as well as a behind the scenes look into animal areas within the building a grand opening was held in May of 2016. The renovations look outstanding and will be an exciting addition to the zoo. We couldn't have done it without great community support from our donors. List of all our donors is included in the report and please thank them for making your NEW Zoo a community treasure built on community support!

I would also like to thank our governing authority Brown County government. The support from the County Executive and Brown County Board of Supervisors over the years has been wonderful. Support also from other areas of Brown County government and staff has been instrumental in the accomplishments of 2016. Zoos truly are a reflection of their community!

In closing I would like to thank you for your support and investment in your NEW Zoo. Remember, you have a self-funded AZA accredited zoo unlike any other and it is only thru your support that we can continue to reflect your community pride. Please, if you haven't or know someone who would like to make an investment contact our Zoo Society. We are planning on embarking on our new and exciting Strategic Masterplan which will guide zoo development as well as modernize new and existing exhibits in 2017 and can't wait to not only show you the exciting future of your NEW Zoo but how we all can make it a reality for future generations to come. The future looks bright and we can't wait to see you in 2017!



Neil Anderson

ADVENTURE PARK AND REFORESTATION CAMP REPORT



The Adventure Park and Reforestation Camp operations are under the general supervision of the Brown County Parks Dept. but contribute to the overall NEW Zoo & Adventure Park guest experience in many ways. The Adventure Park/Reforestation Camp day to day operations are guided by Curt Hall as the Adventure Park Supervisor and Clay Garrett as the Park Ranger. The Adventure Park and Reforestation Camp are also supported by 2 seasonal park rangers and 10-15 adventure parks guides annually. The above staff are responsible for the overall operation and maintenance of the Adventure Park, which consists of a 1000' Dual Racing Zip Line, 18 element/3 level ropes course, 3 sided 40' climbing tower, slack lines, and fat bike rental program.

In addition to the Adventure Park this staff is responsible for the maintenance for about 1500 acres of park land outside of the fence of the Zoo known as the "Reforestation Camp" including all of the general facilities and grounds maintenance of all general park areas, ponds, playground, Septic system operations, 2 rental facilities (Pines Shelter and Ski Lodge), Brown County Rifle Range, and an extensive trail system that consists of 8 miles of horse trails, 20 miles of bike trails, 7 miles of hiking trails in the summer and 20 miles of groomed ski trails, 6 miles of groomed fat bike trails, 8 miles of snowmobile trails and 2 miles of marked snowshoe trails. As a team we take great pride in always offering a "NEW" and safe adventure to about 15,000 Adventure Park visitors and 200,000+ general park users annually.

Assisting with maintenance and funding of many of the trail projects is the "Friends of the Reforestation Camp Trails" group. The volunteer group founded in 2014, is focused on "enhancing all trail systems" at the Reforestation Camp through volunteer based trail maintenance/construction, project planning, fund raising and education of trail users. The "FoRC" is guided by the direction of the full time park staff as well as a friends group board of 14 trail users representing all purpose built Bike, Ski, Horse, Snowshoe, Hiking trails onsite.

2016 Major Accomplishments:

➔ Adventure Park

- Added an annual Adventure Park Membership Program
- Added Fat Bike rental program
  - Partnered with Broken Spoke Bike Studio
- Added Slack Lines to the Adventure Park features
- Added 3 new low ropes course elements

- Operated an expanded concession stand at the Adventure Park
  - \$8,183.88 in concession revenue
- Facilitated over 50 Group Programs
  - \$25,663 in program revenue
- Total Adventure Park attendance of 13,500+
  - \$182,863 in general daily charges and fees

➔ Reforestation Camp

- Hired and trained new full time Park Ranger Clay Garrett
- Collaborated with "Bay Nordic" to expand public and educational xc-ski programs onsite
  - In partnership with Bay Nordic, hosted grand opening of 4k lighted ski trail in Jan. '16
  - Extended public ski lodge hours in winter to '16/'17 to accommodate evening skiing under the lights
  - Coordinated Ski Lodge access to allow for Bay Nordic to expand their youth ski program as well develop inaugural season of their masters ski program
- Contracted "Trail Genius" to complete full site trail mapping project
  - Updated all marked trail system maps and signage
  - Numbered every trail intersection
- Safely and successfully operated the Brown County Rifle Range
  - \$16,948 in revenue
- Worked in coordination with DNR to complete extensive site-wide forestry study to identify necessary forest health maintenance needs
- Contracted "Hanstedt Wood and Recycling" to complete selective logging project based on DNR recommendations
  - 1 year and a lot of logging remaining
- Added ½ mile of single track mountain bike trail
- Completed numerous ski trail grading and reseeding projects
- Completed extensive Fat Bike trail work focusing on tree/stump removal and brushing
- Completed an extensive "speed gate" trail project. Installed purpose built gates and signage at many high traffic horse vs. bike intersections in an effort to minimize user conflict and safety concerns
- Expanded horse trail system by ½ mile
- Documented over 1,300 hours of volunteer trail work, much more work was put forth that went undocumented as well



Curtis Hall & Clayton Garrett



Patricia Jelen, Operations Manager



Overview of 2016

As the Operations Manager, I oversee special events, admissions, the gift shop and the Mayan restaurant. 2016 was the first year for Brew at the Zoo, a new event to raise money for conservation. It was a good first effort on our part to help iron out the wrinkles of what will (no doubt) become a large and popular event for us.

- Our 2016 attendance was 223,877. The attendance goal was 225,000.
- Admissions came in at \$1,078,298.00 for 2016, compared to \$1,036,266 in 2015. An increase of \$42,000.
- We ended 2016 with \$6,117 more in Zoo pass sales than 2015.
- We substantially exceeded the year end goal in Gift Shop sales by around \$15,000.
- 19,699 people came to North Shore Bank Zoo Boo this year. Just short of our highest ever Zoo Boo attendance of 20,000.
- We purchased a new money-making attraction for the Zoo in 2016 - a mining sluice. Our cost for the sluice was \$12,000. We sold \$13,000 (retail) of mining rough at a profit of \$8,300, thereby offsetting 70% of the cost of the unit.

End of Year Comparisons 2016 to 2015:

- Per Caps 2016 Admissions - Goal: \$4.08. Actual: \$4.64.
- Year End Per Caps 2015 Admissions: \$4.43.
- Per Caps 2016 Gift Shop – Goal: \$1.01. Actual: \$1.17.
- Year End Per Caps 2015 Gift Shop: \$1.12.
- Per caps 2016 Mayan – Goal: \$1.11. Actual \$1.16.
- Year End Per Caps 2015 Mayan: \$1.26

*(Please note that sales figures are not final until processed through the County & LOGOS.)*

RESEARCH & FIELD CONSERVATION EFFORTS

AZA Black-Footed Ferret SSP – Black-Footed Ferret Recovery Program	FelidTAG snow leopard ale fertility study	Iowa Trumpeter Swan Restoration Program
AZA Red Wolf SSP	Frog Diversity and its Role as a Biological Pest Control Agent in the Rice Fields of Chitwan, Nepal	Jane Goodall’s Roots & Shoots
AZA’s Conservation Grants Fund	FrogWatch USA	Japanese macaque SSP wounding study
Bear TAB Retrospective Review of ursid parasites	Great Lakes Piping Plover Salvage Rearing and Population Monitoring Program (UM Biological Station/Detroit Zoo/USFWS)	Jennifer Draiss-Limbe Wildlife Center: Rescue, rehabilitation and release project in Cameroon focuses on in-situ conservation efforts with the ultimate goal of reintroducing endemic species back into Mount Cameroon National Park.
Colorado Corridors Project: I-70 Wild Byway Pre-Construction Wildlife Monitoring Pilot Program	Green Leaf Vegetable Scheme as an Alternative Livelihood for Ex-Hunters’ Wives In the Communities Surrounding Mount Cameroon National Park	Kibale Fuel Wood Project
Conservation Grant Program	Head Start Program Blanding’s Turtle	Linking In-Situ and Ex-Situ Data Management Processes for Conservation: Exploring Data Management Processes for Red Wolf Recovery Program
Conservation Parking Meters and the “Adopt an Acre” Program	Identifying Routes of Pathogen Transmission among Wild and Domestic Ungulates in Central Kenya	Michael Gichia-Biodiversity Conservation Organization: Sea turtle conservation education and outreach activities in Lamu district of Kenya
Creation of Safe Haven for Great Apes through Sustainable Cocoa Cultivation	Integrating Cultural Values in Managing Human-Elephants Conflicts in Northern Uganda	
Density Dependent Effects and Population Size Regulation in Monarch Butterflies		
Ecology and Conservation of the Endangered Rothschild’s Giraffe in Kenya		

Jerry Vincent & Robert Detaege, Zoo Facility Maintenance-Grounds/Housekeeping

The NEW Zoo Facilities maintenance and grounds crew consists of Jerry Vincent as the lead facility worker and Robert Detaege as house/grounds keeping. During the year we are busy with maintenance on our vast life support systems, such as pumps, HVAC, motors, vehicles repairs, plumbing repairs, electrical repairs, exhibit updates and repairs, ponds and filtration systems as well as grounds keeping, lawn care, snow removal. We strive to bring green initiatives to the zoo and implement sustainable cost saving ideas whenever possible. We work closely with animal care to help provide a safe and comfortable environment for our animals and our visitors. We assist with set up for special events such as Zoo Boo and Egg-stravaganzoo annually. We work with several valuable volunteers throughout the seasons that help with landscape projects and maintenance. We are trained to respond to emergencies and after hours alarm calls. We take great pride in keeping the zoo facilities in great working order and helping to make the experience awesome for those that visit our zoo throughout the year. We look forward to seeing all of you in 2017.

2016 major Accomplishments:

- Water main repairs
- Installation of the new mining sluice
- Installed a new motor on the giraffe rebreather air handler.
- Installed a new ejector pump at Riley
- Built extension arms to hold enrichment items at giraffe
- Built custom gates for animal holding rooms at the new hospital
- Took down several 60-80 ft. trees throughout the grounds.
- Enlisted a company to install the new stamped concrete path at the kitchen as a donation. 7000.00 worth
- Designed and built a drop gate system at the Duiker deer exhibit
- Cleaned and started all water exhibits and closed and winterized at the end of the season.
- Had isolation valves replaced on the penguin pump system
- Installed all new chain link fences from snow leopard down to monkey and then removed the old fences.
- Trenched in power to the elk barn 100 ft.



- Replaced bad fence panels and built new gates at elk.
- Removed part of the old penguin filtration system
- Zoo Boo set up/take down and parking
- Built a ramp and platform for the new indoor gator holding area and changed the swing of the existing door.
- Performed a 6-s white shed clean out project
- Repaired a electrical short in the ECC electrical panel
- Assisted with coordinating the EAP fire drill
- Welded aluminum wall panels in the monkey den
- Performed a 4 wheel brake job on the yellow zoo truck
- Coordinated the install of a new culvert in the front entry of the zoo
- Traced and repaired an electrical short in the safari train.
- Realigned gates throughout the zoo.
- Replaced the rear axle on the #2 cart.
- Repaired the drive gears on the snow blower.
- Began clearing the trees around the perimeter fence.

RESEARCH & FIELD CONSERVATION EFFORTS		
Nursery Construction for the Conservation of Taxus Wallichiana in Eastern Nepal	Red Wolf SSP/USFWS RWRP Planning meeting	St. Norbert student African penguin behavioral study on social proximity
Observer Program to Monitor Guano Harvest at Punta San Juan, Peru	Sea Turtle Conservation Education and Outreach Activities in Lamu District Kenya	Survey of Otters in Parsa Wildlife Reserve
PASA 2014 Primate Healthcare and Rehabilitation Workshop	Snow Leopard SSP Retrospective Review of Necropsy/Histology Data	The Maasailand Games: Supporting Lion Conservation through Sport
Red Panda post mortem sperm rescue study		U of Miami African Penguin Aspergillus study





## Angela Kowski-Kroening, Education & Volunteer Programs Coordinator

2016 was a lot of fun! The Education Department benefitted greatly from the return of our Zoo Educator, Andrea, who was able to work for approximately 10 months, versus the 8 months allowed in 2015. This allowed us more flexibility with program scheduling than ever before, and it also meant we were better able to serve our volunteers and interns. Andrea's presence at the zoo also meant that I could dedicate some time to new endeavors – like creating a Booster T-shirt Sale campaign in the spring that raised around \$3,000, allowing the zoo to purchase much-needed refrigerated coolers for our Giraffe Feeding Experience! In the fall, I was also able to dedicate time to operating a “Giving Tuesday” campaign, known as “Giving Zoo Day” in the zoo world. Our first foray into this annual fundraiser resulted in 22 individual donors providing \$2,300 worth of donations! I look forward to expanding this fundraiser each year.

### The following is a list of some of our other accomplishments for 2016:

- Hosted a successful Summer Zoo Camp season
  - Total of 338 children registered for Summer Zoo Camp (vs 324 in 2015); total revenue of approximately \$8,185.50 (vs \$7,768)
- Successful season of free, informal education programs provided through Summer Exhibit Chats
  - Pelican-duck feeding programs earned \$1,180 of revenue for the season (vs \$762 in 2015), through hosting of over 100 attended Eagle/Pelican chats

- Over 21,000 people were reached through these and other informal education programs over the 2016 year
- Successfully created and implemented online training courses for Zoo Volunteers & Interns
  - All New volunteers take online training before coming on-site for hands-on tour/training
  - All Giraffe Volunteers go through online training before coming on-site to shadow existing giraffe volunteers
- Continued expansion and promotions of social media outreach
  - Facebook currently at approximately 33,600+ fans (30,200 at end of last year)
  - Maintain positive ratings on Trip Advisor; received Trip Advisor Badge of Excellence for the year
  - Maintain positive ratings on Google Reviews and Yelp; provide feedback to any customer reviews as needed
- Successful collaboration & assistance to the annual LEAN event: White Shed Cleaning
  - Secured over 100 volunteers from Pulaski Middle School to assist during the clean-up
- Met volunteer requirements for all Special Events
  - EggStravaganZoo, Mother's Day, Father's Day, Party for the Planet, Zoo Boo, Feast w/the Beasts, Holiday Fest/Breakfast with Santa
- Updated the EggStravaganZoo event by removing the “egg hunt” and creating a “scavenger hunt” for children
  - This is now a “greener” event w/less waste; saves zoo money – no longer purchase eggs annually
- Worked with Zookeepers and zoo volunteers to implement several new decorations and scenes for the Zoo boo event, including both in-zoo and in-the-woods items/scenes
  - Secured donations of barrels for the “toxic waste” scene
- Met volunteer requirements for program needs
  - Includes Zoo Snoozes & Summer Zoo Camps
- Maintained relationship with Associated Bank and United Health
  - Their corporate volunteer groups play an extremely important role in decorating for the Zoo Boo event
- Maintained relationship with Festival Foods De Pere
  - Volunteers assisted at the zoo on different occasions
  - Festival, in exchange for a Zoomobile program, donated all pumpkins needed for us to decorate the facility for Zoo Boo

The Education Department brought in just over \$42,000 through the sales of on-site and off-site programs, Adoption packages, and Animal Paintings, which is a new record amount of revenue for my department. Our annual total of volunteer service hours was approximately 16,000 hours, which is very similar to what we've seen over the last few years. The Education & Volunteer Departments are proud to support the zoo financially, as well as through the important means of providing the “people power” needed to get so many jobs done. We appreciate your support in helping us succeed.

## Carmen Murach, Curator of Animals

We strive to ensure a high standard of Animal Welfare for the more than 200 animals residing at the Northeastern Wisconsin Zoo. Zookeepers are responsible for behavioral enrichment, feeding, cleaning, monitoring health status, implementing breeding recommendations, animal introductions and all other facets of the daily care of the animal collection. Animal care staff works closely with contracted veterinarian Dr. Tracey Gilbert, DVM to ensure the good health of the Zoo animals.

In addition to overseeing the animals and animal care staff, the Curator is responsible for ensuring USDA compliance; maintaining wildlife permits, licenses and animal records; managing the Animal Department budget; serving as Institutional Representative for AZA business; developing all Animal Department policy, procedure, protocol and programs; and serving as chairperson for the NEW Zoo Animal Welfare Committee.

Zookeepers are dedicated to saving species through their work with many captive breeding conservation programs on site. They are also committed to conservation efforts beyond this facility. During 2016, staff members were able to travel throughout the country to participate in field conservation projects and AZA workshops, planning meetings and conferences.

### Notable Animal Dept. achievements in 2016:

#### → Collection

- Births and hatches in 2016 included North American river otter pups, a blue duiker, trumpeter swans and numerous aviary ducks.
- Other new additions include: red panda, blue duiker, wattled crane, African penguins and several other animals.
- During 2016, we said goodbye to an elderly, long term zoo residents: 14 year old BB the cougar, who had lived here since 2008, was humanly euthanized when her chronic kidney disease began to affect her quality of life.
- We also sent several young animals off to new lives at other zoos where they will be able to have offspring of their own. These



animals include: Canadian lynx Edmond, 2 red wolves, Japanese macaques Zeppi and Usagi, and cotton-top tamarin Floyd.

#### → Animal Welfare

- Successful USDA inspection – no non-compliant issues found in 2016
- Completion of the Georgia's Kitchen diet preparation area and dedicated space for meat storage and handling.
- Improvements to exhibits during 2016 included: Enhanced ventilation in the penguin exhibit, windows added for natural light (and visitor viewing) for alligator and tropical bird winter quarters.





NEW ZOO DONORS

\$10,000 AND UP

Anderson, Kathy and Lee

G.J. Klimek Family Foundation Fund,  
a fund of the Greater Green Bay  
Community Foundation

\$5,000 - \$9,999

Norman J Jensen Trust

\$2,500 - \$4,999

Booster U.S.

\$500 - \$999

DePere Area Mens Club

Dunkin Donuts Of Howard

Fowles, Linda

Hutjens, Frank and Joyce

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Cub Scouts Den 4042

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Margaret A Cargill Foundation

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Pulaski School District

Salemi, Susan M.

Przewrocki, Sherill & Daniel

St. John the Evangelist's Women's Club

Witbro, Melinda

Witbro, Sue

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Costco

Dan Moreau

Jessica Hutjens



Kwik Trip

Linda Immel

McAllister Landscape Supply

Olsen's Piggly Wiggly

Physical Therapy Resources

Subway of Suamico

MEMBERSHIP INFO | Barbara Basten – Memberships and Donations

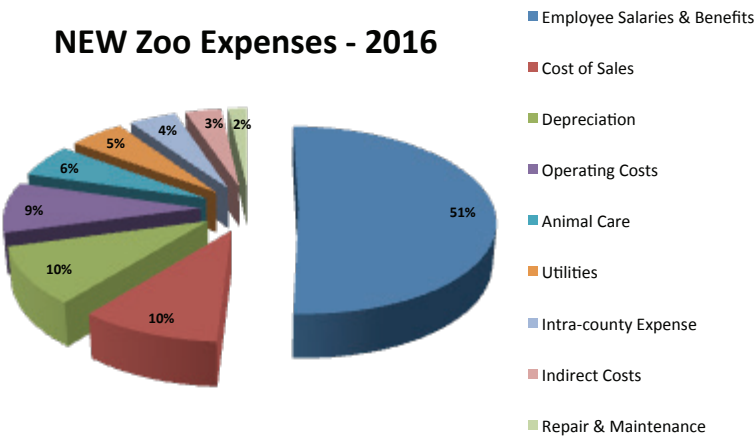
The NEW Zoo offers several membership levels that provide the opportunity for members to visit the zoo at their convenience while also providing discounts on merchandise throughout the year. Once a membership is purchased, the member's information and details need to be updated and cards printed and sent out to the members. That is where my position comes in. I coordinate the printing and mailing of memberships, as well as renewal letters, to develop a strong member base. As of the end of 2016, the NEW Zoo has over 2500 members totaling over \$156,000 in sales. Members are an important part of visitor base and in 2017 we hope to make being a member even easier by providing E-Membership cards that you can pull up on your mobile device. Additionally, I maintain the records of all monetary donations given to the NEW Zoo and coordinate the use of the donations towards their proper purpose. Members and Donors, the NEW Zoo's strongest support base!

NEW ZOO PRELIMINARY & UNAUDITED FINANCIALS



PRELIMINARY & UNAUDITED FINANCIALS

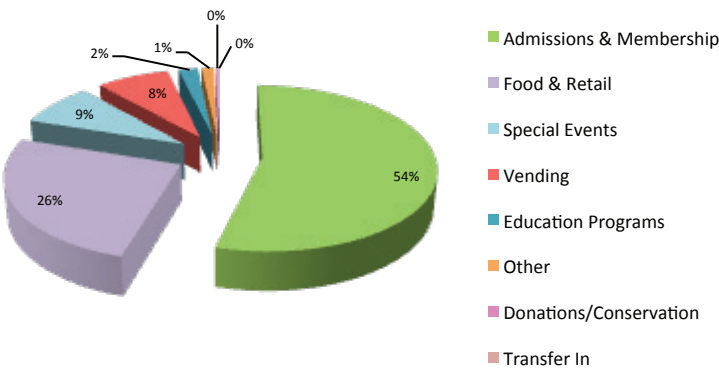
NEW Zoo Expenses - 2016



NEW ZOO EXPENSES – 2016

Employee Salaries & Benefits	\$ 1,031,712
Cost of Sales	\$ 203,795
Depreciation	\$ 201,629
Operating Costs	\$ 175,091
Animal Care	\$ 115,719
Utilities	\$ 105,523
Intra-county Expense	\$ 90,616
Indirect Costs	\$ 68,773
Repair & Maintenance	\$ 36,321
	<b>\$ 2,031,195</b>

NEW Zoo Revenue - 2016



NEW ZOO REVENUE – 2016

Admissions & Membership	\$ 1,051,356
Food & Retail	\$ 496,562
Special Events	\$ 162,260
Vending	\$ 152,034
Education Programs	\$ 39,594
Other	\$ 25,967
Donations/Conservation	\$ 5,251
Transfer In	\$ 1,224
	<b>\$ 1,936,264</b>





# N.E.W. ZOOLOGICAL SOCIETY, INC.

P.O. Box 12647, Green Bay, WI 54307-2647



## N.E.W. ZOOLOGICAL SOCIETY, INC.

**A gift of any amount will be greatly appreciated. Your donation will help the N.E.W. Zoological Society Inc., a 501 (c) 3 non-profit organization, continue its mission of supporting our beautiful NEW Zoo.**

I would like to donate \_\_\_\_\$25.00 \_\_\_\_\$50.00 \_\_\_\_\$100.00  
\_\_\_\_ \$500.00 receive recognition on the Wall of Honor-Cranberry  
\_\_\_\_ \$1,000.00 receive recognition on the Wall of Honor-Cream  
\_\_\_\_ \$2,500.00 receive recognition on the Wall of Honor-Brown  
\_\_\_\_ \$5,000.00 receive recognition on the Wall of Honor-Gray  
\_\_\_\_ \$10,000.00 receive recognition on the Major Wall of Honor-Black  
\_\_\_\_ Other

Enclosed is my check for \$\_\_\_\_\_payable to the N.E.W. Zoological Society, Inc.

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Signature\_\_\_\_\_ Date\_\_\_\_\_

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