



N.E.W. ZOOLOGICAL  
SOCIETY, INC.™

ACCREDITED BY THE  
ASSOCIATION  
OF ZOOS &  
AQUARIUMS



2018  
ANNUAL REPORT





CURRENT BOARD  
OF DIRECTORS

Gary Ehrbar  
PRESIDENT

Joe Draves  
VICE PRESIDENT

Paul Kosmoski  
TREASURER

-  
SECRETARY

BOARD MEMBERS

Tony Ehrbar

Brian T Flood

Dr Tracey Gilbert

Cassidy Hickman

Paul Klinkhammer

Ana Nennig

Jes Roloff

Ben Schenkelberg

Eric VandenHeuvel

Henry Wallace

Kyle Werych

BOARD MEMBERS  
EMERITUS

Steve Bieda

Dick English

Judy Krawczyk

Arnie Rentmeester

TECHNICAL ADVISORY  
COMMITTEE (TAC)

Neil Anderson

Susan Johnson

Vern Krawczyk

Agnela Kawski-Kroening

Carmen Murach

Karl VanRoy

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

2018 was a transitional year for the NEW Zoological Society. Steve Bieda stepped down as President. His 6 years of leadership, dedication and hard work for the Society are greatly appreciated and we wish him well.

There were other changes to the Board due to retirements and members moving on. We thank all of those members for their efforts. New members are on board and we look forward to their help and insight in continuing the great work of the Society.

Here are some highlights from 2018:

**ANIMAL HOSPITAL** - Thanks to a generous financial donation, we were able to significantly pay down the mortgage on the animal hospital. We are nearly home on getting this paid off so we can focus on our next project.

**NEW TRAIN AND PLAYGROUND EQUIPMENT**- Because of a generous donor gift, we were able to replace the old retired train and playground equipment. The new train is more powerful giving it the ability to go anywhere in the Zoo.

**FEAST WITH THE BEASTS** - For the first time in Feast history, we had rain during the event. And it rained hard. In spite of that, everyone still had a great time and enjoyed food and drinks from 45 vendors. The vendors found unique ways to keep their products dry. It was a near sellout with last minute ticket sales lacking because of the forecasted weather. We'd like to thank all of the attendees, vendors, volunteers and the Brown County Chapter of the Wisconsin Restaurant Association. This is a major fund raiser for the Society and we were just short of last year's dollar total.

**GIVE BIG GREEN BAY** - The Society was again chosen as one of 40 non-profits in the area to participate in the area's second 24-hour giving event in mid-February of 2019. The 2019 event saw an overall increase of 100% in the number of donors and a 72% increase in the entire amount of money raised. The final individual totals are not available but the event was again a successful fund-raiser for the Society.



Once the animal hospital is paid off, we will start in the next phase of the long-range strategic plan that was implemented in 2016. I would like to thank our many Donors, Board Members, Volunteers, Neil and his staff for all their help and participation in making the Zoological Society a very successful organization. This translates to the success we have at the NEW Zoo & Adventure Park.

**- Gary Ehrbar**  
*President*

Statement of Activities for the Year Ended Dec. 31, 2018

	Without Donor Restrictions	With Donor Restrictions	Total
<b>REVENUE AND OTHER SUPPORT</b>			
Contributions	\$ 96,297	\$ 193,045	\$ 289,342
Special Events, Net	23,170	-	23,170
In-kind Contributions – Special Event	4,500	-	4,500
In-kind Contributions – Program	1,850	-	1,850
Miscellaneous Income	205	-	205
Net Assets Released from Restrictions	190,432	(190,432)	-
<b>TOTAL REVENUES AND OTHER SUPPORT</b>	<b>316,454</b>	<b>2,613</b>	<b>319,067</b>
<b>EXPENSES</b>			
Program Services	41,307	-	41,307
Management and General	35,725	-	35,725
Fundraising	4,817	-	4,817
<b>Total Expenses</b>	<b>81,849</b>	<b>-</b>	<b>81,849</b>
<b>CHANGE IN NET ASSETS FROM OPERATIONS</b>	<b>234,605</b>	<b>2,613</b>	<b>237,218</b>
<b>NON OPERATING ACTIVITIES</b>			
Losses on Investments	17,001	-	(17,001)
<b>CHANGE IN NET ASSETS</b>	<b>217,604</b>	<b>2,613</b>	<b>220,217</b>
<b>NET ASSETS – BEGINNING</b>	<b>160,648</b>	<b>144,102</b>	<b>304,750</b>
<b>NET ASSETS – ENDING</b>	<b>378,252</b>	<b>146,715</b>	<b>524,967</b>

Statement of Financial  
Position as of Dec. 31, 2018

<b>ASSETS</b>	
<b>Current Assets</b>	
Cash	\$ 172,026
Pledges Receivable, Net	\$ 13,000
<b>Total Current Assets</b>	<b>\$ 185,026</b>
<b>Property and Equipment</b>	
Furniture and Equipment	12,851
Less: Accumulated Depreciation	-9,738
<b>Net Property and Equipment</b>	<b>3,113</b>
<b>Other Assets</b>	
Investments	400,162
Pledges Receivable, Net	4,762
<b>Total Other Assets</b>	<b>404,924</b>
<b>TOTAL ASSETS</b>	<b>\$ 593,063</b>
<b>LIABILITIES AND NET ASSETS</b>	
<b>Current Liabilities</b>	
Current Portion of Long-Term Debt	\$ -
<b>Long Term Liabilities</b>	<b>68,096</b>
<b>Total Liabilities</b>	<b>68,096</b>
<b>Net Assets</b>	
Without Donor Restrictions	378,252
With Donor Restrictions	146,715
<b>Total Net Assets</b>	<b>524,967</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>593,063</b>

Schedule of Functional Expenses  
for the Year Ended Dec. 31, 2018

	Program Services	Management and General	Fundraising	Total
<b>EXPENSES</b>				
N.E.W. Zoo. Improvements	\$ 25,262	-	-	\$ 25,262
Memorial Garden	201	-	525	201
Brick Expense	-	-	1,268	1,268
Education-Zoo Education Coordinator	17	-	-	17
Membership Dues	631	-	-	631
Advertising	-	-	2,295	2,295
Postage	-	141	14	155
Office Supplies	-	3,384	141	3,525
Credit Card Fees	-	618	26	644
Professional Fees	-	6,448	-	6,448
Depreciation	-	1,287	-	1,287
Insurance	-	1,999	-	1,999
Outside Services-Wages	3,987	21,530	1,063	26,580
Telephone	-	240	10	250
Interest	11,209	-	-	11,209
Miscellaneous Expense	-	78	-	78
<b>TOTAL EXPENSES</b>	<b>\$ 41,307</b>	<b>\$ 35,725</b>	<b>\$ 4,817</b>	<b>\$ 81,849</b>



SOCIETY  
EVENTS



Photos by Mark Hawkins Photography

19th Annual “Feast with the Beasts” 2018

The N.E.W. Zoological Society, Inc. along with the Wisconsin Restaurant Association (WRA) hosted the 19th annual “Feast with the Beasts” event, presented by Capital Credit Union, on August 6th. The event was a huge success even with the rain! The weather was not perfect but once the rain ended a good time was had by all. Thank you to all the wonderful volunteers, zoo staff, participating vendors, sponsors, & those that purchased a ticket. Proceeds from the event exceeded \$55,000.00 and will go to support the missions of the N.E.W. Zoological Society & the WRA-Green Bay Chapter. Hope to see you in the coming year!!



Thank you 2018 Food,  
Beverage, & Music Participants!

1951 West, 95.9 KISS FM, KZ104.3 FM, 104.9 NASH, The Bottle Room, Caliente, Copper State, Culver’s, Dean Distributing, Duck Creek Winery, Dunkin Donuts, Fajita Republic, Four Way Bar & Restaurant, General Beverage, Grazies, Great Harvest, Green Bay Distillery, Heartland Pizza, HuHot Mongolian Grill, Kay Distributing, Krystal Kleer Ice Sculptures, Legends DePere, La Java, Los Banditos, Machinaws, The Marq, Meijer Foods, Noodles & Company, Pepsi, Sam & Louie’s Pizza, St. Brendan’s Inn, StoneRidge Piggly Wiggly, Subway Texas Roadhouse, Triangle Distributing, Tundra Lodge, Zesty’s Frozen Custard

Thank you to our  
Wonderful Sponsors!

Capital Credit Union, Meijer Foods, FOX 11 News, Green Bay Packers Give Back, Pdq Car Wash, Kuehn Printing, Victory Sign, Jones Sign, 95.9 KISS FM, Baycare Clinic Foundation, Tree House Design, Reinhart Foodservice, Hart Design & Manufacturing, Zeise Construction, Green Bay Exposition Services, Advanced Disposal, Dean Distributing, NASH FM 104.9, KZ104.3FM, Denmark State Bank, Mark Hawkins Photography



6th Annual “Skunks are Beautiful”  
Cribbage Tournament

Our 6th annual “Skunks are Beautiful” Cribbage tournament was another huge success! The event was again SOLD OUT. The new location “Gather on Broadway” continues to be a great venue for this event. Thank you to our sponsors Broken Spoke, Encrypted Escape, Gather on Broadway, Green Bay Packers Give Back, Kos Management, Mau & Associates, Packerland Websites, & Segway Fox Tours.



UPCOMING  
SOCIETY EVENTS:

**APRIL 11, 2019 –**  
Gather on Broadway will again host the 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 80 teams. Last year we sold out before the event. (E-mail newzoosociety@gmail.com for more information or to join the sponsor team - (Naming Rights still available) Registration and Free Pizza starts at 5:45pm, play begins at 6:30!!! Come try your luck and get ready to play cards!

**AUGUST 5, 2019 –**  
Wine & Dine at our 20th 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 to join the sponsor team.

**APRIL 9, 2020 –**  
“Skunks are Beautiful” Cribbage Tournament. The cost is \$50 per 2 man/woman team and the event is limited to 80 teams. E-mail newzoosociety@gmail.com for more information or to join the sponsor team - (Naming Rights still available). Come try your luck and get ready to play cards!





**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.**

**\$10,000.00 and Up**

Capital Credit Union  
Dahlin, Bernie & Alyce  
Jones, Dr Wm. David & Mary  
Keith J Niemuth  
Charitable Remainder Unitrust  
Wisconsin Public  
Service Foundation

**\$5,000.00 - \$9,999.00**

Anonymous  
Terry & Kris Fulwiler  
Hart Design Foundation  
Meijer Foods  
Morley-Murphy Foundation

**\$2,500.00 - \$4,999.00**

Gilbert, Dr Tracey/  
Gentle Vet Animal Hospital  
Greater Green Bay  
Community Foundation  
Hesprich Family Fund on behalf  
of Shane & Krista Hesprich

**\$1,000.00 - \$2,499.00**

Green Bay Packers Foundation  
June D Erhbar  
Mark & Laurie Murphy  
Family Fund  
Oshefsky, Arthur & Judy  
PDQ  
Scripps Howard Foundation

Toonen Companies Inc  
& Robert Toonen  
Wochinske Family Foundation  
Zeise Construction

**\$500.00 - \$999.00**

BayCare Clinic Foundation  
Christine A O'Toole  
Gerbers, Cortney  
Guenzel, Bill & Jo  
Linda Fowles  
Mackey, Jerilyn/United Health  
Group Dollars for Doers  
Ruetten, Victoria & Joel  
Sandra Bohman  
Skinner Family Fund

of the Door County Community  
Foundation, Inc  
Tetzlaff, Clyde & Juanita  
The C.A. Lawton Co.  
Wagner, Bob & Tina

**UP TO \$499**

Anonymous x 10  
Rich and Kathy Aicher  
Jim & Jane Anderson  
Zack Anderson  
Sue Ascher  
Stephanie Baker  
Charlene Barry  
Mikki Beno  
Elizabeth Bomber  
Bouchard Family  
Julie, Adam & Sebastian Brown  
Lisa Buchanan  
Cassandra Byerly  
Ben Cahall  
Aimee Ciske  
Anne Conger  
Frank & Geri Czarnecki  
Brysson Dahlin

*Thank you for your support & friendship!*

Mary Darga  
Paul and Margie DeCoster  
Joe and Lisa Draves  
Julia Drobeck  
Emily Drown  
Sherry Drown  
Wendy Dufek  
Anthony Ehrbar  
Gary Ehrbar  
Richard & Grace English  
Rhoda Esson  
Farrar Family  
Robert Firscher  
Howard "Mike" &  
Virginia Fleck  
Brian Flood  
Debbie Gevaert  
Tracey Gilbert  
Eva Gosse  
Scott Gruber  
Pierce Hill  
Jessica Hutjens  
Patricia Jelen  
Joan Hogan Fund  
Angela Kawski  
Susan Kennedy  
Annika & Quinn Kloehn  
Amelia Knepel  
Denise Knutson  
Pete & Kathy Kurth  
James LaLuzerne  
Steven & Erin Langolf  
Paula Leier-Engelhardt  
Lisa Marie Macco  
Machine Service,Inc.  
Jerilyn Mackey  
Mark and Pat Manske  
Daniel Marbes  
David & Nicole Martin  
Richard Moe  
Steve Nenahlo/American

Family Ins  
Nennig Family  
David Pagel  
Michael/Karen Palluconi  
Laura Pickart  
Norb & Ann Poupore  
Rebecca Proefrock  
Brian J Quistorff  
Kaye Raasch  
Kim Riley  
Diana Rockhill  
Bernard & Margaret Roels  
Susan Salemi  
Patricia Schmitt  
Veronica Scofield  
Marge Schuldes  
Bonnie and Richard Staffen  
Streckenbach Family  
Kristin Suchalla  
Dannie Tillou  
Diane Wallace  
Kevin Willis  
Julie Yelle  
Cynthia Zernzsach Mathe

**IN-KIND DONORS**

Advanced Disposal  
Cellcom  
Dean Distributing  
Jones Sign  
Kay Distributing  
Mau & Associates  
NWTC- Welding  
Department/Jon Russell  
Radtke, Melissa  
Radtke, Rita  
Rebecca's Sweets Boutique  
Reinhart Foods  
Sumnicht, Hilary  
Treehouse Design/  
Treena Schepp  
Triangle Distributing

Victory Sign  
Wisconsin Public Service

**EVENT SPONSORS**

95.9 KISS FM  
104.9 NASH FM  
Advanced Disposal  
Capital Credit Union  
Dean Distributing  
DeLeers Construction  
FOX 11 WLUC  
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  
Meijer Foods  
PDQ Carwash  
Reinhart Foods  
TreeHouse Design/  
Treena Schepp  
Triangle Distributing  
Victory Sign  
Winona Foods  
Zeise Construction

**BENCH PURCHASES**

Bleck, Jean  
Dally, Kristen  
Delaney, Michael  
Kurowski, Charmaine  
Moen, Teri & Ron  
Quandt, Sandra  
Schenkelberg, Nina

Photo by Mark Hawkins Photography



**Society Fundraising  
Accomplishments**

- » Cornerstone Animal Hospital  
& Recovery Center Project
- » Great Plains Prairie Dog &  
Badger Exhibit
- » Hmielewski Family Automatic  
Door Project
- » K.C. & Georgia Stock  
"Georgia's Kitchen"
- » 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
- » Red Rumped Agouti Exhibit
- » And more...

*We could not do  
it without you!*





Cornerstone Animal Hospital & Recovery Center Project Update

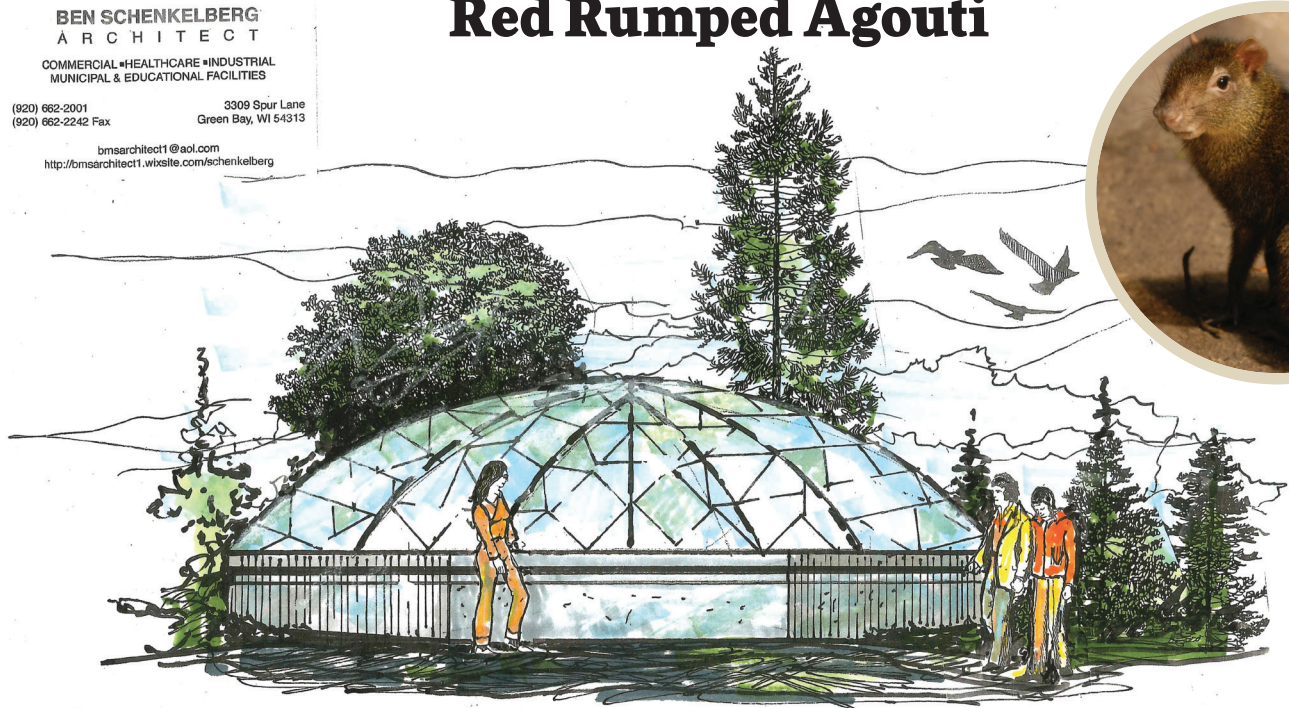
Please consider making a donation to help us accomplish our goal!!



The FINAL phase is near of the Cornerstone Animal Hospital!!! The Society has raised over \$1.3M of the \$1.5 million goal in pledges, monetary and in-kind donations, and services. The Society will also be funding equipment upgrades to replace aging diagnostic and 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. These changes are essential to meeting the high standards of care for the animal collection and maintaining AZA accreditation.

NEW EXHIBIT FOR 2018  
Red Rumped Agouti



2018 Research and Conservation Projects at the NEW Zoo

The NEW Zoo continued its commitment to research and conservation in 2018. Conservation and research projects included field work locally and across the nation, donations to international conservation projects, Species Survival Planning meetings and AZA SAFE (Saving Animals from Extinction) conservation programs. The list includes...

- » AZA Red Wolf Species Survival Program – Curator and Primary Keeper attended red wolf SSP meeting in Arkansas which included strategizing and developing action plans for conservation of red wolves.
- » AZA Black-Footed Ferret SSP – Zookeeper assisted Black-Footed Ferret Recovery Program with the United States Fish and Wildlife Service (USFWS)
- » AZA SAFE - Vulture
- » AZA SAFE - Giraffe
- » AZA SAFE – Pond Turtle
- » Sturgeon Guard Wisconsin DNR Program – Curator participation in protecting the Sturgeon in their breeding streams
- » Elk Restoration Wisconsin DNR Project – Two Zookeepers and 2 volunteers participated in looking for elk calves in elk territory

- » Iowa Trumpeter Swan Restoration Program – Raised and donated 6 trumpeter swans to Iowa DNR Trumpeter Swan for reintroduction to the wild
- » Giraffe Conservation Foundation (GFC) – support through donation raised during World Giraffe Day, additional support from AAZK – Green Bay Chapter (American Association of Zoo Keepers)
- » Jane Goodall’s Roots and Shoots – support through donations made by the zoo guests
- » Bluebird Recovery Association of Wisconsin – On-site Eastern Bluebird Trail included installing and improving bluebird boxes on Reforestation Camp and within Zoo, monitoring throughout the breeding season
- » Seafood Watch
- » Transition of products in the Mayan restaurant to include biodegradable and compostable products, along reduction of one-time use plastics including straws
- » Plastic Film recycling program – Zookeepers implemented a plastic film recycling program at the zoo to collect plastic bags and similar plastic film to keep it out of landfills. The zoo is a public drop-off site for plastic film as well.





*Jerry Vincent & Wayne Netzel, Zoo Facility  
Maintenance, Grounds and Housekeeping*

**Maintenance and Facilities Report:**

The Brown county NEW Zoo and Adventure Park facilities maintenance is headed up by Jerry Vincent and grounds maintenance and cleaning are done by Wayne Netzel. We work together to keep the zoo looking and feeling fresh and clean as well as updated and modernized. We keep the equipment, buildings, grounds, exhibits, in good working condition and clean. This results in a memorable experience for our visitors. We are constantly finding new innovative ways to save money and help to save the environment. We incorporate green practices where ever we can. Our number one concern is the safety of our visitors. We work hand in hand with animal care and education to accomplish projects. We maintain and monitor life support systems throughout the zoo and make sure to keep our standards at or above the AZA standards. We practice an assortment of emergency drills regularly such as fire drills, animal escape drills, severe weather and more. We value the volunteers and the time they generously give to the zoo each year from gardeners, to maintenance helpers. The maintenance team takes great pride in doing our part to make the zoo a great place to visit and work!

The Maintenance crew had several major accomplishments in 2018. We designed, fabricated and installed a new otter caging system and for the burrowing owl exhibit as well. We assembled a geodesic dome, donated by the NEW Zoological Society, for the agoutis that replaced the old prairie dog exhibit. The agoutis spent most of the summer and the fall enjoying their new home. In preparation for new education programs (VIP experiences), we installed a new Lion-training panel by replacing one of the windows in a lion hut with a custom built cage wall and a roll up



garage door over the opening with a perimeter fence partition around it. This will allows visitors to experience lion training up close and learn about all the animal care does to keep the animals healthy and safe.

Split rail fencing throughout the zoo has been upgraded. New chain link fencing was installed by the red panda and otter exhibits as well as up the path to the Riley building and by the deer yard, fox enclosure and game bird exhibits, the old fencing was replaced with a rope fence. Several furnaces around the facility were repaired and/or replaced including the furnace in the lion den and the duiker den and roofs were repaired or replaced as well. This summer the maintenance staff had a summer employee, Alena, whose main job was to prep and paint exhibits and seal the wooden bridges throughout the facility, keeping things fresh and in good condition. And of course there was vehicle maintenance, snow removal (remember blizzard Evelyn), asphalt repair, work on refrigeration systems, water pump and aerator maintenance, pond upkeep and more.

*Patricia Jelen, Operations Manager  
and Deena Coutley, Guest Services Coordinator*

**Operations & Guest Services Report:**

- Operations oversees special events, admissions, the gift shop, restaurant, guest services and financial areas of the Zoo.
- 2018 was the third year for “Brew at the Zoo & Wine, Too!” an event to raise money for conservation. We had 717 people in attendance and brought in over \$23,000 before expenses. (Last year was \$18,000). We made a number of changes to the event from 2017 which obviously paid off.
  - We created some new fundraising programs for animal conservation this year. Every one of them was sold out with capacity crowds. They were: Painting with Penguins, Painting with Giraffes and Breakfast with the Animals (Pancakes and Penguins). We raised over \$11,000 (before expenses) for conservation with these new summertime programs. We are also offering them to private groups for a fee as staff time and penguins allow.
  - Went to high speed internet for our credit card machines from dial up to aid in moving guests through our check-in system faster.
  - Upgraded our wireless connection throughout the Zoo making it easier for our event sponsors to access their info during events.
  - The NEW Zoo was selected by the Convention and Visitors



- Bureau to participate in creating “experiences that sell” programs. Seven different attractions in the area were selected to participate. We met regularly over the course of 6 months with guest relations expert Joe Veneto and created some new behind the scenes tours for groups such as motor coaches. The CVB will be promoting the tours as a part of their service to us in 2019.
- 2018 was a rough weather year, very hot and very cold. We even closed for the first time in the history of the zoo due to a record snow fall in April of 30 inches with blizzard conditions! Summer brought with it a great deal of highway construction with a 3 month closure of our highway exit. Despite the many challenges, we had a strong revenue year with over 200,000 people walking through the door during the course of 2018.



*Nathaniel Wagner, Supervisor of Adventure Park*

**Adventure Park Report:**

The Adventure Park completed its 5<sup>th</sup> season. Many challenges faced the park this year as it was a year of transition. Curt Hall, Adventure Park Supervisor, stepped away from his position in February. Jeff Ott, Lead Adventure Park Guide, filled in until a new supervisor was hired. April brought a blizzard which delayed the beginning of the season. Staffing challenged the park all season. At the end of July, Nathaniel Wagner started as the new Adventure Park Supervisor. The park had a successful Glow Zip during Zoo Boo as we matched last year’s totals even with lowered Zoo Boo attendance. In the end of 2018, the Base Camp building received a new look in the interior to bring new life for the 2019 season. In 2019, there will be a new advertising campaign, staffing structure, team building program, and hopefully new elements to the course.





Angela Kawski-Kroening,  
Education & Volunteer  
Programs Coordinator

Education and  
Volunteer Report:

2018 was an exciting year for the Education Department. For the first time, we were able to hire a seasonal educator to help us meet demand for programs in the busy summer season. The Summer Zoo Educator worked with us in June, July, and August, mainly assisting with Zoomobiles and on-site programs like Wild Encounters and Zoo Classes. We were better able to meet the demand for programs during our busy season – especially with Zoomobiles. Those numbers in particular were increased by about 30% compared to the prior year.

The combined revenue from Education merchandise, on-site programs, off-site programs, and birthday parties came to over \$77,600, which includes \$4,000 earned by the Zookeepers’ new, educational Penguin Feeding programs over the summer months. Approximately \$21,000 of those dollars are attributed to Birthday and other Party Packages at the Zoo, which are made possible in part due to our dedicated crew of Education Department Interns. Our Interns also enabled us to offer new behind-the-scenes “VIP” programs over the summer months (a Giraffe and an Aldabra Tortoise experience), in addition to our usual Pelican Feedings. These summer programs were attended by approximately 250 visitors, bringing in about \$1,900 of revenue in ticket sales.

The Education & Volunteer Departments also assisted with the “upgrading” of the annual Zoo Boo event decorations. Due to a sponsorship received for the purchase of Halloween candy, the zoo had “extra” budgeted funds in the Special Events category, some of which we decided to use on decorations and event supplies. I worked with Zookeeper Shannon (who has a passion for Halloween and a great knack for finding low prices!) to purchase a slew of new decorations, both for within the zoo itself and for on the haunted trail in the woods. This resulted in more-festive,

impressive displays throughout the Zoo. We received many compliments on the decorations from event attendees and from our regular visitors throughout the months of September and October. It was no small undertaking to purchase and set-up all the new decorations, but it was definitely worthwhile to see the result.

Speaking of Zoo Boo and other special events, our dedicated crew of volunteers and interns helped us meet the needs for all zoo-wide special events for 2018. We saw over 630 event-only volunteers, in addition to 182 Regular Volunteers during the year. In total, volunteers served approximately 8,400 recorded hours of service, with Interns providing about 8,400 hours of service, bringing the total volunteer hours of service to approximately 16,400 hours for 2018. (This is an increase of about 3,400 hours compared to last year!) It’s thrilling to know that our Zoo is so well-supported by individuals in our community.



Carmen Murach,  
Curator of Animals

2018 Report:

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 2018, 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 2018:

Collection

New additions (births/transfers from other zoos) include:

- Successful breeding of recommended African penguin pair. Two male chicks were hatched in early January of 2018. The parents were not able to feed both chicks so one was pulled for hand rearing. After a month of intensive care, this chick was returned to its family and the primary Zookeeper continued to provide additional feedings. Both chicks are now on their own and living successfully within the flock.

- Successful hatch of 8 Trumpeter Swans. Two of the cygnets were transferred to other AZA institutions to meet breeding needs of the program. The remaining 6 cygnets were donated to the Trumpeter Swan Restoration for reintroduction into the wild
- A female blue duiker was born on 8/16/18 in accordance with a breeding recommendation from the SSP for the species
- Two male red wolves born at the NEW Zoo were transferred to their new home at the Akron Zoo on 11/7/18. On the same date, a male red wolf from the Akron Zoo was moved to the NEW Zoo. He has a breeding recommendation with our resident female.

Animal Welfare

- Successful USDA inspection – no non-compliant issues found in 2018
- Modification to Riley building burrowing owl exhibit (incorporating former aquarium, adding fencing to keep visitors away from windows) has made the birds feel more comfortable. They incubated a clutch of eggs this year. Unfortunately, the eggs were infertile.
- Caging replaced in otter building provides more space, training opportunities for the animals.
- Diet change for macaques to manage diabetic animals

Barbara Basten

Memberships and Donations Report:

The memberships to the NEW Zoo are holding steady around 3,000 memberships at the end of 2018. Our Guest Services staff are great at letting clients know the benefits of being members and the value of the membership. Mobile membership cards have been a great addition and many members have chosen to have their cards on their phone. It helps decrease our carbon footprint by reducing mailing and paper waste. The mobile membership card app also allows for push notifications to go out to our members, so we can make sure our members know about fun events in advance. The NEW Zoo received several monetary and in-kind donations in 2018. Donations that are animal care and enrichment are always strong and our animal care staff is putting the funds to good use getting all sorts of enrichment items for the animals.







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

Memorial benches are a great way to commemorate any special occasion or provide a lasting memorial for a loved one. These benches provide a place for zoo visitors to relax while enjoying the beautiful surroundings. Each bench serves as a recognition or your support for the NEW Zoo.



ENDOWMENT FUND PROGRAM

This fund was established 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.

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.*

PET MEMORIAL GARDEN

*A final resting place for your special companion...*

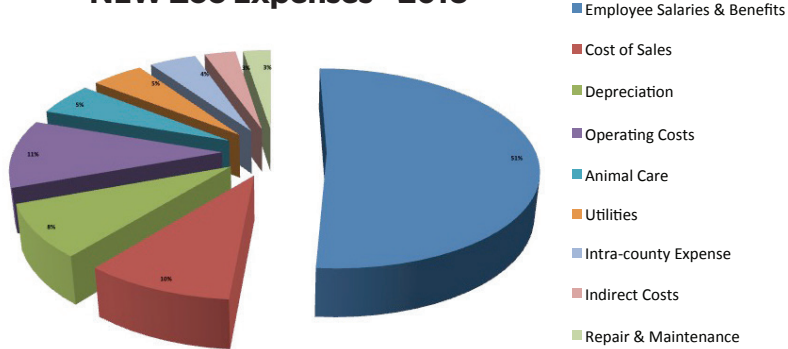
Beautiful landscaped natural area available where pet owners can memorialize their pet with the burial of pet cremains and/or recognized with the purchase of a Memorial Garden natural river stone. The stones can be engraved with Pet's name, dates, or other brief message of commemoration.

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

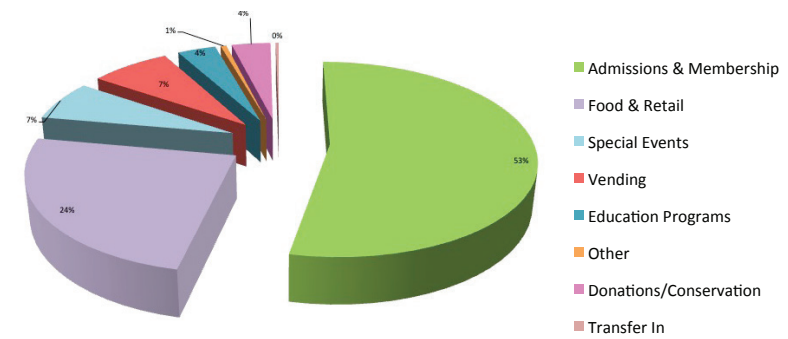
NEW Zoo Expenses - 2018



NEW ZOO EXPENSES – 2018

Employee Salaries & Benefits	\$ 1,141,880
Cost of Sales	\$ 212,948
Depreciation	\$ 188,525
Operating Costs	\$ 243,335
Animal Care	\$ 117,442
Utilities	\$ 105,960
Intra-county Expense	\$ 95,022
Indirect Costs	\$ 63,669
Repair & Maintenance	\$ 56,470
<b>Total</b>	<b>\$ 2,225,251</b>

NEW Zoo Revenue - 2018



NEW ZOO REVENUE – 2018

Admissions & Membership	\$ 1,150,799
Food & Retail	\$ 528,174
Special Events	\$ 144,346
Vending	\$ 160,508
Education Programs	\$ 77,618
Other	\$ 11,586
Donations/Conservation	\$ 78,437
Transfer In	\$ 6,041
<b>Total</b>	<b>\$ 2,157,509</b>

Please contact the N.E.W. Zoological Society, Inc. for more information about any of the programs offered at 920-434-6814 or online [newzoosociety.org](http://newzoosociety.org)



The NEW Zoo finished 2018 with an attendance number of 206,519 - significantly down from the 2017 annual attendance of 223,782. Two events led to the unprecedented decline. First we had a record-breaking, history making 100-year blizzard/snowstorm in April which resulted in a 13,000 plus decline. The other event was the closing of the Hwy 41/Cty B exit for upgrade work during July and August. Certainly, both events along with a wet Zoo Boo season had an effect on the total attendance for the year. Even with lower attendance, the Zoo remained self-funded and ended the year in good financial shape. That is a tremendous accomplishment being that the Zoo is 1 of only 8 of the 230 accredited Association of Zoos and Aquariums (AZA) in 47 states that are currently self-funded (receiving no tax support) and being 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 and Master Plan working towards a sustainable zoo model while providing the zoo visitors with new experiences from year to year.

The NEW Zoo received the prestigious AZA accreditation in September 2017 and is currently AZA accredited. Accreditation is so important and is the “gold standard” of our industry. There are over 2800 wildlife exhibitors in the country and only 230 are and have received AZA Accreditation. AZA accreditation ensures that the animals you visit at accredited zoos and aquariums receive excellent care every day. Visitors should be proud to know that this organization has met mandatory, rigorous, professional standards for animal welfare and management, veterinary care, behavioral enrichment, nutrition and staff training. We could not have achieved this high honor without your support!

The Zoo also received for the 7th year in a row Trip Advisors Certificate of Excellence as a 2018 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. I especially want to thank the volunteers that have given so much of their time and talents in all areas of the zoo each and every year. Their efforts result in our success on so many levels. Congratulations to all their efforts and accomplishments that are highlighted in the 2018 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. 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 continued upgrades to the new Cornerstone Animal Hospital are happening and nearing completion, which means on to new animal exhibits and visitor amenities in the near future.

We couldn't have done it without great community support from our donors. A 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 2018. 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. We are beginning to embarking on new and exciting visitor and animal services, which will be unveiled in the spring of 2019. The Strategic Masterplan will continue to guide zoo development as well as modernize new and existing exhibits into the future. The future looks bright and we cannot wait to see you in 2019!

– Neil Anderson

Director



AHT Windows and Doors  
Anduzzi's  
Barron's Books  
Bay Area Diamond Cmpany  
Bayland Excavating  
Breadsmith  
Cat Care Clinic  
Cheesecake Heaven  
Chirps  
Cumulus Broadcasting  
Dance Fusion  
Dean Distributing  
Dog House  
Doodle Pants  
Face Painting by Lori  
Festival Foods  
Fiesta Toys  
Gannett - Wisconsin Media  
Gentle Vet

Green Bay Packers  
Green Bay Scuba  
Gregory Photography  
Happy Joes  
Harmann Studios  
Howard Optimists  
Howard Suamico Business Partners Association  
Jason & Paris Klein  
Jibber Jabbers  
Jim's Golf Cars  
K & M International  
KI  
Kimps Ace Hardware  
KinderCare Learning Center  
Kohl's  
LaJava a Roasting House  
Lamar  
Land & Sea

Mackinaws Grill & Spirits  
Massrt Chiropractic  
McDonald's Howard  
Meijer Foods  
Miron Construction  
Monkey Tail  
Montoure / Hanson / Teske Orthodontics  
Nature by God  
Nielsen Communications  
North Shore Bank  
Olde World Pastries Plus  
Pepsi of NE WI  
Poppin' Z's  
Quick signs  
Reunion Arts

RJ Parins  
Sam & Louie's  
School House  
SkyZone  
SMT Machine & Tool  
Sweet Mimiz  
Texas Roadhouse  
The Gutter  
The Woods  
Townline Pub & Grill  
Ty  
Upcycling by Nancy  
Village of Suamico  
WLUK TV 11  
Woodman's Market  
WPS Foundation

*We appreciate your support!*





*We love our volunteers!*

Rich Aicher	Marisa Brendel	Michelle Eckert	Patricia Harris	Jamie Laubenstein
Kathy Anderson	Julie Brown	Saige Emmer	Scott Harris	Magnus Laubenstein
Sue Ascher	Sebastian Brown	Maycee Eparvier	Heather Harrison	Kayla Laughrin
Madison Bacon	Max Chung	Jordan Farney	Leanne Helmrich	Dan Lauth
Betty Bahringer	Samuel Cleary	Mindy Farney	Cathy Hill	Sylvia Lauth
Stacy Balza	Henry Cobb	Corey Fehrmann	Mark Hill	Brianna Lefebvre
Nancy Barthel	Brandon Cote	Gavin Felchin	Isabelle Hoida	Chris Leutner
Craig Basten	Courtney Cowan	Luke Felchin	Kendall Holda	Haley Lin
Autumn Bateman	Rob Creek	Shelby Flahtery	Scotlynn Host	Nick Lorrigan
Alyssa Baumann	Aaron DeBee	Brian Fontaine	Linda Immel	Terry Lorrigan
Terry Becker	Alex DeGroot	Linda Fowles	Julia Jacques	Patti Lower
LiliBeth Bero	Carol DeGroot	Byron Froelich	Sarah Jacques	Jerilyn Mackey
Carol Biede-Kyles	Rich DeGroot	Karen Froelich	Gloria Jahnke	Bonnie MacSwain
Charley Bigler	Alexis Denney	Erin Froelich	Jasey Jicha	Jean Makrefff
Tim Bigler	Tammi Dernbach	Kathleen Frost	Christina Johnson	Peggy Sue Mason
Dan Bins	Dan Dery	Amelia Gessner-Knepel	Monica Jones	Ashley McCabe
Robyn Bitter	Carol Dill	Nadia Giesen	Maddie Konopinski	Joe McCabe
Ariel Blank	Ben Dolezal	Vanessa Giesen	Carol Konshak	Liam McCabe
Elizabeth Bomber	Charity Dorn	Becky Gliniecki	Elyse Kruse	Bailey McClellan
Jadon Borley	Cooper Dorn	Emily Grunder	Tim LaBlanc	Alix Mccullough
Kerri Borley	Sophia Dorn	Andriana Guazzone	Braxton Lallaman	Susan McGuire
Mary Borley	Tina Douglass	Grace Gunville	Hope Lantagne	Dick Moe
Xavier Borley	Emily Drown	Jamie Gunville	Mikael Larsson	Verna Molina
Evan Bosse	Michelle Dufek	Caroline Haen	Natalie Larsson	Bob Mommaerts

*Gracie says, "THANK YOU!"  
to all of our Volunteers!*

Erin Naumann	Marsha St. Louis
Nicole Newcomb	Chris Sustman
Callie Nitz	Dick Sustman
Nancy Noles	Kaitlyn Szeles
Katrina Nordyke	Malakai Tarabini
Tracy O'Brien	Julianne Taylor
Sam Okhuysen	Julie Taylor
Pat Orgeman	Preston Taylor
Chantal Parks	Dylan Van Camp
Samamie Pashouwer-Schwabe	Jessica Van Camp
Brooke Petersen	Ryan Van Camp
Kristy Pikus	Nicole Vandenplas
Hunter Pikus-Mier	Diane Vander Linden
Moira Poole	Joe VanSistine
Cassie Popovich	Michael VerBruggen
Dan Przewrocki	Andrew Vorpahl
Kaye Raasch	Heather Vorpahl
Jill Ramberg	Sawyer Vorpahl
Kim Riley	Sheradin Vorpahl
Sue Rocheleau	Sofia Vorpahl
Diana Rockhill	Alex Wallner
Jamie Romero	Evan Warren
Brenda Roubal	Jane Watermolen
Aaron Sannes	Hannah Wentzel
Karen Seas	Jennie Wertel
Laura Seas	Lynn Willett
Garth Seehawer	Penny Willett
Marilyn Seehawer	Bruce Williams
Sue Simenz	Melody Williams
Karen Slattebo	Don Zunker
Julia Soma	Donna Zunker
	Owen Zunker



VOLUNTEER OF THE YEAR 2018  
**Donald and Donna Zunker**

Donald and Donna Zunker began volunteering at the NEW Zoo when they started thinking about retirement. Both were born and raised on farms, so being around animals was natural. They also spent many hours at the zoo with their grandchildren. Becoming a zoo volunteer seemed to be the right fit. The Zunkers volunteer for various tasks around the zoo year-round. They’ve assisted with running the Giraffe Feeding Experience, picking up produce donations, helping in the Education Department, setting up for special events, operating the carousel or train, and wherever else help is needed.



“We are proud to be part of the NEW Zoo family. It is a pleasure to work with such a competent and dedicated staff and group of volunteers. The feeling of purpose and satisfaction, along with the feeling of being appreciated, is all the reward needed. We are very fortunate to have such a high quality zoo in Brown County.”



PRINTING COMPLIMENTS OF  
WISCONSIN PUBLIC SERVICE





**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.

Name of Donor\_\_\_\_\_ Address\_\_\_\_\_

City\_\_\_\_\_ State\_\_\_\_\_ Zip\_\_\_\_\_ Phone\_\_\_\_\_

I prefer you bill my \_\_\_\_Visa \_\_\_\_MasterCard Account Number\_\_\_\_\_ Exp. Date\_\_\_\_\_

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

Please fill out card and remit with payment to

**N.E.W. Zoological Society, Inc., P.O. Box 12647, Green Bay, WI 54307-2647**