

20  
19

# ANNUAL REPORT

ACCREDITED BY THE  
ASSOCIATION  
OF ZOOS &  
AQUARIUMS



N.E.W. ZOOLOGICAL  
SOCIETY, INC.™

NEW ZOO  
&  
ADVENTURE  
PARK



LETTER FROM THE SOCIETY PRESIDENT



2019 was another successful year for the NEW Zoological Society. Thanks to an engaged Board and our many donors, we accomplished many things.

The NEW Zoological Society was formed to raise funds for new exhibits and visitor experiences at the Zoo. All funds donated to the Society go back to the NEW Zoo. We’ve come a long way since we were formed in 1985. Below are a few of our accomplishments in 2019:

**CORNERSTONE ANIMAL HOSPITAL-** The debt on the hospital was paid off this year thanks to a generous donation. The Dr. Wm. David and Mary Jones Animal Recovery Wing of the Cornerstone Hospital was dedicated in April. Thank you to the Jones’.

**NEW ZOOMOBILE-** Thank you to Broadway Automotive for their generous donation of our new Zoomobile. This vehicle allows Zoo staff to “bring the Zoo” to off-site groups that may not be able to come to the Zoo. It also creates interest in people wanting to come to the Zoo. Thank you Broadway Automotive.

**NEW TRAIN-** The Dahlin Express was dedicated in May thanks to a wonderful donation from Bernie and Alyce Dahlin. The new train can now reach every part of the Zoo.

**NEW PLAYGROUND-** The Bernie and Alyce Dahlin Playground was also dedicated in May. More children can now safely play in this new area. Thank you Bernie and Alyce.

**FEAST WITH THE BEASTS-** For the second year in a row, we had rain for this event. Since it was forecasted to rain, the attendees, vendors and volunteers were able to prepare for it. Attendees sampled food and beverages from 45 vendors from around the area. Because of the weather, ticket sales on the day of the event were down and it was still a near sellout. Thank you to the Green Bay Chapter of the Wisconsin Restaurant Association as well as all the vendors, attendees and volunteers. We look forward to seeing everyone at this year’s event on August 3, 2020.



We will be starting a fundraising campaign in 2020 for an enhanced visitor experience project. We look forward to working with the community to raise funds for the project. Please watch our website for upcoming details.

Thanks again to our Board, Society support person, volunteers and Neil and his staff for our success in 2019. We look forward to seeing you at our many scheduled events at the Zoo in 2020.

– Gary Ehrbar  
President

CURRENT BOARD OF DIRECTORS

- Gary Ehrbar  
PRESIDENT
- Joe Draves  
VICE PRESIDENT
- Cassidy Hickman  
TREASURER
- Tony Ehrbar  
SECRETARY

BOARD MEMBERS

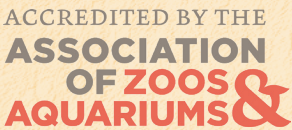
- Brian T Flood
- Dr Tracey Gilbert
- Barbara Koldos
- Paul Kosmoski
- Patty Sherman
- Henry Wallace

BOARD MEMBERS EMERITUS

- Steve Bieda
- Dick English
- Judy Krawczyk
- Arnie Rentmeester

TECHNICAL ADVISORY COMMITTEE (TAC)

- Neil Anderson
- Patricia Jelen
- Susan Johnson
- Paul Klinkhammer
- Vern Krawczyk
- Agnela Kawski-Kroening
- Carmen Murach
- Ana Nennig
- Jes Roloff
- Eric VandenHeuvel
- Karl VanRoy
- Nathaniel Wagner



SOCIETY FINANCIAL STATEMENTS

Statement of Activities for the Year Ended Dec. 31, 2019

	Without Donor Restrictions	With Donor Restrictions	Total
REVENUE AND OTHER SUPPORT			
Contributions	\$ 160,281	\$ 44,556	\$ 204,837
Special Events, Net	18,594	–	18,594
In-kind Contributions – Special Event	16,800	–	16,800
In-kind Contributions – Program	32,118	–	32,118
Miscellaneous Income	794	–	794
Net Assets Released from Restrictions	106,791	(106,791)	–
TOTAL REVENUES AND OTHER SUPPORT	335,378	(62,235)	273,143
EXPENSES			
Program Services	106,925	–	106,925
Management and General	34,012	–	34,012
Fundraising	5,917	–	5,917
Total Expenses	146,854	–	146,854
CHANGE IN NET ASSETS FROM OPERATIONS	188,524	(62,235)	126,289
NON OPERATING ACTIVITIES			
Gain on Investments	73,543	–	73,543
CHANGE IN NET ASSETS	262,067	(62,235)	199,832
NET ASSETS – BEGINNING	378,252	146,715	524,967
NET ASSETS – ENDING	\$ 640,319	\$ 84,480	\$ 724,799

Statement of Financial Position as of Dec. 31, 2019

ASSETS	
Current Assets	
Cash	\$ 244,378
Promises to Give	\$ 5,000
Total Current Assets	\$ 249,378
Property and Equipment	
Furniture and Equipment	12,851
Less: Accumulated Depreciation	(11,118)
Net Property and Equipment	1,733
Other Assets	
Investments	473,753
Total Other Assets	724,864
TOTAL ASSETS	\$ 593,063
LIABILITIES AND NET ASSETS	
Current Liabilities	
Other Liabilities	\$ 65
Net Assets	
Undesignated	104,821
Designated for Endowment	473,753
Designated for Moose Exhibit	61,745
Total Without Donor Restrictions	640,319
With Donor Restrictions	84,480
Total Net Assets	724,799
TOTAL LIABILITIES AND NET ASSETS	724,864

Schedule of Functional Expenses for the Year Ended Dec. 31, 2019

EXPENSES	Program Services	Management and General	Fundraising	Total
N.E.W. Zoo. Improvements	\$ 101,085	–	–	\$ 101,085
Memorial Garden	246	–	–	246
Brick Expense	–	–	1,966	1,966
Membership Dues	706	–	–	706
Advertising	–	–	2,796	2,796
Postage	–	463	46	509
Office Supplies	–	1,524	64	1,588
Credit Card Fees	–	844	35	879
Professional Fees	–	5,661	–	5,661
Depreciation	–	1,380	–	1,380
Insurance	–	1,208	–	1,208
Outside Services-Wages	3,749	20,245	1,000	24,994
Telephone	–	240	10	250
Interest	1,139	–	–	1,139
Miscellaneous Expense	–	2,447	–	2,447
TOTAL EXPENSES	\$ 106,925	\$ 34,012	\$ 5,917	\$ 146,854



## SOCIETY EVENTS

Photos by Mark Hawkins Photography



## 20<sup>th</sup> Annual "Feast with the Beasts" 2019

The N.E.W. Zoological Society, Inc. along with the Wisconsin Restaurant Association (WRA) hosted the 20th annual "Feast with the Beasts" event, presented by Capital Credit Union, on August 5th. The event was a huge success even with the rain! The weather was not perfect but 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 were just under \$56,000.00 and help 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 2019 Food, Beverage, & Music Participants!

1951 West, KZ104.3 FM, 104.9 NASH, 4455 Bistro, Badger Liquor/Chateau St Michelle, The Bottle Room, Caliente, The Cannery, Culver's, Dean Distributing, The Dough Shop, Edible Arrangements, Fajita Republic, Firehouse Subs-Lineville, Four Way Bar & Restaurant, General Beverage, Grazies, Great Harvest, Green Bay Distillery, Heartland Pizza, Kay Distributing, Krystal Kleer Ice Sculptures, La Java, Los Banditos, Machinaws, Mad City Windows & Baths, The Marq, Meijer Foods, Noble Roots, The Oilerie, Pepsi, Plae Bistro, St. Brendan's Inn, Saputo Cheese, StoneRidge Piggly Wiggly, Subway, Texas Roadhouse, Titledown Brewing Co, Triangle Distributing, Tundra Lodge, Wouter's Front, Zesty's Frozen Custard

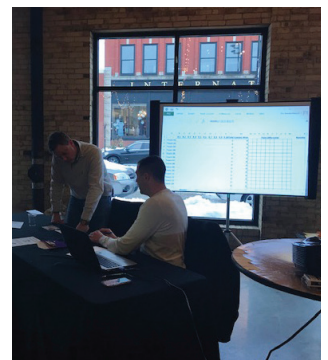
### Thank you to our Sponsors!

Capital Credit Union, Meijer Foods, Fox 11 News, Green Bay Packers Give Back, Kuehn Printing, Victory Sign, Lamar, Tree House Design, Reinhart Foodservice, Hart Design & Manufacturing, Zeise Construction, Advanced Disposal Green Bay Exposition Services, Nash FM 104.9, KZ 104.3 FM, Denmark State Bank, River City Ice, Mark Hawkins Photography, Saputo Cheese, Bergstrom, Madcity Windows & Baths, Parish Insurance, Kerber Rose, Ruderware, CLA (CliftonLarsonAllen), Associated Bank



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

Our 7<sup>th</sup> annual "Skunks are Beautiful" Cribbage tournament was another success! This year's event included new electronic scoring which allowed for teams to monitor their standings on a big screen along with a speedy process for the tournament final results. The upgrade was well received. Thank you to our sponsors: DVC, Gallagher's Pizza, Gather on Broadway, Green Bay Packers Give Back.



## UPCOMING EVENTS:

### APRIL 16, 2020

Badger State Brewing Co. 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. E-mail [newsosociety@gmail.com](mailto:newsosociety@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!

**CANCELLED  
DUE TO COVID**

### AUGUST 3, 2020

Wine & Dine at our 21<sup>st</sup> Annual "Feast with the Beasts" Event, presented by Capital Credit Union. This popular event, hosted by the N.E.W. Zoological Society, will feature the Wisconsin Zoo. Tickets are \$35 in advance and \$40 at the door (if available). Tickets are limited and they go fast! (E-mail [newsosociety@gmail.com](mailto:newsosociety@gmail.com) to join the sponsor team)

**CANCELLED  
DUE TO COVID**

### APRIL 8, 2021

"Skunks are Beautiful" Cribbage Tournament. The cost is \$50 per 2 man/woman team and the event is limited to 80 teams. E-mail [newsosociety@gmail.com](mailto:newsosociety@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!





SOCIETY DONORS

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
- Bernie & Alyce Dahlin
- Ron C & Pauline P Heim Charitable Fund, a fund of the GGBCF
- Ruth & Wm Merky Foundation
- Keith J Niemuth Charitable Remainder Unitrust

\$5,000.00 - \$9,999.00

- Anonymous
- Hart Design Foudation
- Meijer Foods
- Morley-Murphy Foundation
- Wisconsin Public Service Foundation
- Pat & LaVonne Witt

\$2,500.00 - \$4,999.00

- Amerhart
- Terry & Kris Fulwiler
- Dr Tracey Gilbert

- Greater Green Bay Community Foundation
- Tom & Mary Hedge Family Foundation Fund
- KOS Management

\$1,000.00 - \$2,499.00

- ATC
- CoVantage Credit Union
- June Ehrbar
- Dr Tracey Gilbert/Gentle Vet Animal Hospital
- Dr Wm David & Mary Jones
- E.W. & Margaret Leicht Family Fund, a fund of the GGBCF
- Red Lewis
- Janet & Charlie Lieb
- Mad City Windows & Baths
- Mark & Laurie Murphy Family Fund
- Wochinske Family Foundation
- Ziese Construction

\$500.00 - \$999.00

- Associated Bank
- Associated Bank N.A. Fund, a fund of the GGBCF
- Athena Group Inc
- Bay Tek
- Bergstrom Automotive
- CLA (CliftonLarsonAllen)
- Denmark State Bank
- Linda Fowles
- Bill & Jo Guenzel
- Thomas & Gloria Kaye Family Foundation Fund
- Kerber Rose
- Machine Service Inc
- B Mayflower Farm Family Fund
- Art & Judy Oshefsky
- Parish Insurance
- Ruder Ware
- Victoria & Joel Ruetten
- Skinner Family Fund of the Door County Community

- Target
- Clyde & Juanita Tetzlaff
- The Real Estate Group Foundation
- Bob & Tina Wagner

UP TO \$499

- Rich & Kathy Aicher
- Jim & Jane Anderson
- Neil Anderson
- Anonymous x 3
- Sue Ascher
- Alyssa Baumann
- Jackie Baumann
- Mikki Beno
- Elizabeth Bomber
- Bouschart Family
- Julie Brown
- Ken & Jan Brusda Family Charitable Fund
- Thomas Butler
- Jennifer Jacobson Carew
- Sue Cavallin

- Lisa Christensen
- Aimee Ciske
- Rashad & Brittany Cobb
- In Memory of Pat Cochran
- Anne Conger
- Kathy & Joel Cornell
- Frank & Geri Czarnecki
- Brian & Amy Dahlin
- Margaret DeCoster
- Richard & Carol DeGroot
- Micaela Diedrick
- Tina Douglass
- Joe & Lisa Draves
- Anthony Ehrbar
- Gary & MaryJo Ehrbar
- David Emerson
- Richard & Grace English
- Rhoda Esson
- Mike & Ginny Fleck
- Bill & Dana Fenili
- Brian Flood
- Byron & Karen Froelich
- Doris Fryman
- Marjorie Gehrke
- Marsha Gerencser
- Erin Headley
- Julie Hilbers
- Joan Hogan Fund
- Peg Homel
- In Memory of David Howenstein
- In Memory of Hudari
- Glen & Gloria Jahnke
- Angela Kawski
- Joy Kendall
- Susan Kennedy
- Gina King
- Kiley Klopotic
- Dennis Knutson
- Barbara & Rob Koldos
- Kathleen Koszarek
- Judy & Vern Krawczyk
- In Memory of Sande Krizek
- Tina Johnson
- Erin LeMere
- Steven & Erin Langolf
- Diane Lotto
- Jerilyn Mackey
- Richard Moe
- Brian J Quistorff



- Laura Pickart
- Bethany Przybylski
- Kaye Raasch
- Kimberly Riley
- Diane Rockhill
- Bernard & Margaret Roels
- Keith Schardt
- Thomas Schmitz
- Christine Schroeder
- Marjorie Schudles
- Donna M Sheedy
- Mary Jean Sheedy
- Natalie Siedhof
- Susan M Simenz
- Philip Smith
- Dr Michael & Susan Smullen
- Dannie Tillou
- Brad Toll
- Bill & Dawn Tubbs
- United Health Group
- Dollars for Doers
- Karl VanRoy

- Eric & Jess VandenHeuvel
- Mary Ward
- Jane Watermolen
- Karen Wiesner
- Sue Witbro
- Mary-Kay Young
- Donald & Donna Zunker

IN-KIND DONORS

- 104.9 NASH FM
- Advanced Disposal
- American Tent
- Cellcom
- Broadway Automotive
- FOX 11 WLUK
- Green Bay Expo Services
- Mark Hawkins Photography
- Kuehn Printing
- KZ104.3FM
- Lamar Advertising
- Mau & Associates
- NWTC College of Business/ Sage Albers

- Reinhart Foods
- River City Ice
- Ruder Ware
- Saputo Cheese
- Hilary Sumnicht
- Treehouse Design/Treena Schepp
- Victory Sign
- Wisconsin Public Service

EVENT SPONSORS

- 104.9 NASH FM
- Associated Bank
- Bergstrom Automotive
- Capital Credit Union
- CLA (CliftonLarsenAllen)
- Denmark State Bank
- FOX 11 WLUK
- Gallaghers Pizza
- Gather on Main
- Green Bay Expo Services
- Green Bay Packers Give Back (2)
- Hart Design Foundation
- Lamar Advertising
- Kerber Rose
- Kuehn Printing
- KZ104.3 FM
- Mad City Windows & Baths
- Meijer Foods
- Parish Insurance
- Reinhart Foods
- Ruder Ware
- TreeHouse Design/Treena Schepp
- Victory Sign
- Zeise Construction

Society Fundraising Accomplishments:

- » Aviary
- » Badger & Great Plains Prairie Dog Exhibit
- » Cornerstone Animal Hospital
- » Dahlin Express Train
- » Dahlin Playground
- » Education & Conservation Center
- » Endangered Species Carousel
- » Dr Wm David & Mary Jones Recovery Center
- » K.C. & Georgia Stock “Georgia’s Kitchen”
- » Giraffe Exhibit
- » Hmielewski Family Automatic Door Project
- » Lion Exhibit
- » Lynx Exhibit
- » Otter Exhibit
- » Penguin Exhibit
- » Red Rumped Agouti Exhibit
- » Snow Monkey Exhibit
- » Tortoise Exhibit
- » Visitor Center
- » And more...

We could not do it without you!



## FUNDRAISING EFFORTS & ACCOMPLISHMENTS



In 2019 the Society announced the completion of funding to help pay off the mortgage for the Cornerstone Animal Hospital built in 2015 and completed in 2018. Additionally, Dr. Wm David & Mary Jones made a generous donation that allowed for the completion of the animal recovery wing of the Cornerstone Animal Hospital. The society dedicated the recovery center to the Jones' in appreciation for their generosity.

The Cornerstone Animal Hospital was 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.

The completion of the funding helped support the hospital's most urgent needs on a day-to-day basis – including the creation of indoor/outdoor caging, digital radiography systems, blood analyzers and other diagnostic equipment.

“We’re incredibly thankful to all of our individual and corporate supporters over the past several years who are responsible for meeting this extraordinary goal ahead of schedule. The wellness of our animals is vital to the conservation programs we aim to provide our zoo guests and to the greater Green Bay community” - Gary Ehrbar, President



## Zoomobile

Thanks for a very generous donation from Broadway Automotive, the Society was able to donate a new 2019 Ford Transit Van to serve as the ZooMobile!



A dedication event to celebrate the donation and unveil the “wild” design of the new van was held in December. The NEW Zoo had long been in need of a replacement vehicle to serve as the Zoomobile van. The vehicle allows the NEW Zoo to bring animals across Northeastern Wisconsin, into schools, daycares, festivals, private homes, and more, to help people appreciate wildlife and to teach about the importance of conserving species. The Zoomobile program reaches close to 10,000 people each year.

This new vehicle, which includes safety features such as a back-up camera, will allow the Zoo to better meet the growing demand for these popular programs. Thank you Broadway Automotive!!

## Bernie & Alyce Dahlin Children's Playgrounds and The Dahlin Express



The dedication of the Bernie & Alyce Dahlin Children's Playgrounds and The Dahlin Express (train) was held in July. Bernie & Alyce Dahlin made a generous donation that enhanced two children's outdoor playgrounds in the zoo, as well as provides a safari train that has access to all areas of the zoo for educational tours. Thank you Bernie & Alyce Dahlin!

## RESEARCH AND CONSERVATION EFFORTS

### 2019 Research and Conservation Projects at the NEW Zoo



The NEW Zoo continued its commitment to research and conservation in 2019. Conservation and research projects included field work locally and across the nation, development of conservation partnerships, 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 species conservation public donation bin – Radiated Tortoise
- » AZA SAFE species conservation public donation bin – African Lion
- » AZA SAFE species conservation public donation bin – Orangutan
- » AZA SAFE species conservation public donation bin – Red Wolves
- » AZA SAFE species conservation public donation bin – Indigo Snake
- » American Red Wolf Film Project – Funding for educational tool to promote protection of red wolves
- » America's Keystone Wildlife Zoo/Park Partnership with Badlands National Park has been established to work together on conservation initiatives
- » Iowa Trumpeter Swan Restoration Program – Raised and donated trumpeter swans to Iowa DNR Trumpeter Swan for reintroduction to the wild

- » Elk Restoration Wisconsin DNR Project – Two Zookeepers and 2 volunteers participated in looking for elk calves in elk territory
- » Giraffe Conservation Foundation (GFC) – support through donation raised during World Giraffe Day, additional support from AAZK – Green Bay Chapter (American Association of Zoo Keepers)
- » Seafood Watch
- » Wisconsin DNR Black Bear Hair Trap Survey – Keepers Drew Dinehart and Tricia Schuchart assisted with field surveys for native black bears in Northern Wisconsin
- » Jane Goodall's Roots and Shoots – support through donations made by the zoo guests
- » Red Panda Network Conservation on World Red Panda Day
- » Lion, Otter and Monkey Days supporting conservation of the animals
- » 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
- » Red-shouldered Hawk Nest Monitoring and Chick Banding – Keeper Drew Dinehart and Curator Carmen Murach assisted field biologists in research on the Reforestation Camp property
- » Mayan restaurant continues to include biodegradable and compostable products, along reduction of one-time use plastics including straws
- » Plastic Film recycling program – Zookeepers continue 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. Additional recycling of toothpaste tubes, batteries and more are also being handled by Zookeepers.



## MANAGER REPORTS



### Overview of 2019

**Patricia Jelen**, Operations Manager

**Deena Coutley**, Guest Services Coordinator

*Operations over sees special events, admissions, the gift shop, restaurant, guest services and financial areas of the Zoo.*

2019 was the fourth year for “**Brew at the Zoo & Wine, Too!**” an event to raise money for conservation. Our friends at Mad City Windows and Baths sponsored the event. We had over 600 people in attendance and brought in over \$18,000 before expenses.

We celebrated our 25th anniversary of **North Shore Bank Zoo Boo**. Can you believe it has been 25 years since we first started Zoo Boo? The kids that came to the first Zoo Boos are now bringing their children! Each of the 3 weekends of North Shore Bank Zoo Boo were especially themed for extra fun. We had slit walkers, laser light nights, a dinosaur weekend and more. A great way to celebrate 25 years of scary success!

## Memberships, Corporate Events, and Donations Report

**Barbara Basten**

The memberships to the NEW Zoo continue to be strong with 3,000+ annual memberships to the zoo. Our Guest Services staff are great at letting clients know the benefits of being members and the value of the membership. We are continuing to encourage mobile membership for convenience and to reduce the carbon footprint of mailing membership cards.

In 2019, we had several corporate events at the Reforestation Camp Lodges that included visits to the NEW Zoo. This raised over \$14,000 in additional revenue for the zoo not including any fun items the guests may have purchased in the gift shop or restaurant. Booking for 2020 is looking promising for maintaining growth in that area of the business.

The NEW Zoo received several monetary and in-kind donations in 2019. Donations that are animal care and enrichment are always strongest and our animal care staff is putting the funds to good use getting all sorts of enrichment items for the animals.

2019 also brought three new events to the NEW Zoo & Adventure Park:

### Touch a Truck

Along with two community partners - Mad City Windows and Baths, as well as the Village of Suamico - we were able to host Touch a Truck, an event that brings motorized vehicles of all shapes and sizes to the Zoo for kids and adults to learn about and climb on! We had more than 2 dozen different cars, trucks, semis & tractors at the event.

### Princess & Zooper Hero Day

An additional event sponsored by Mad City Windows and Baths was Princess & Zooper Hero Day. This event brought in thousands of costumed adults and kids for photo opportunities with numerous Princesses and Super Heroes stationed around the Zoo. Each character played their part to a tee, thrilling the children in all of us!

### Mad City Monkey Madness

I'll bet you can guess the name of the business that sponsored this new event. It was more fun than a barrel of monkeys with free monkey face painting, free bananas, monkey enrichment time and monkey educational opportunities. Sponsored by Mad City Windows and Baths.

After months of planning, NWTC's carpentry and electrical trade classes built **2 new outdoor concession/ticket stands** for use in the Zoo. These two stands have enhanced our visitor experience exponentially. Visitors can now buy snacks, ice cream, tickets for the train & carousel, mining sluice bags, petting zoo food, etc... without having to walk great distances to other buildings. We have seen a marked increase in sales in some areas with the addition of these two buildings.

The year 2019 also brought **a new look to the Gift Shop** which incorporates reused and upcycled household and farm items into creative displays. We kicked off the look with a grand re-opening event in April that translated into more gift shop sales with which to support the operational costs of the Zoo.



## 2019 Report

**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 2019, 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 2019:

#### Collection

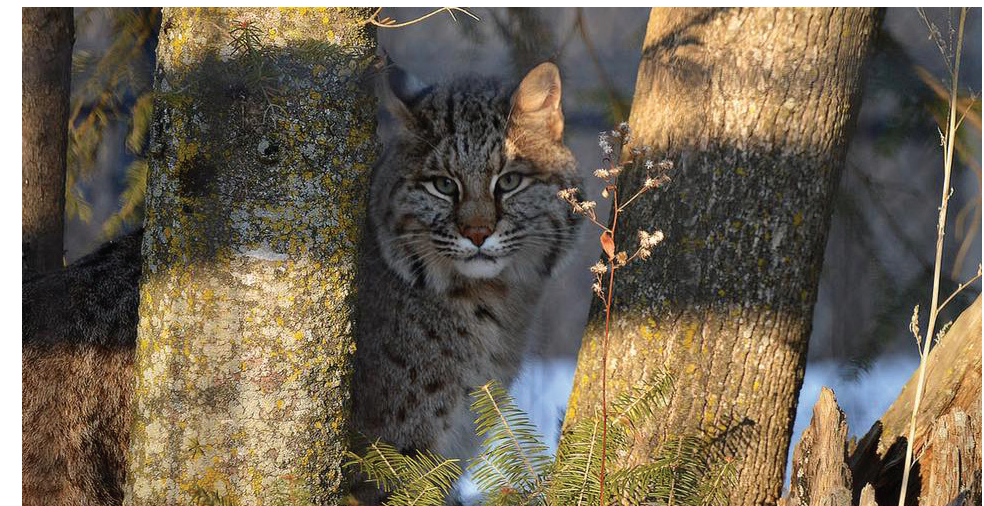
New additions (births/transfers from other zoos) include:

- One male and three female North American Otter pups were born in March of 2019. The young otters continue to participate in a popular public feeding program.
- The resident Canada Lynx pair complied with a breeding recommendation to produce two male and one female kittens in May of 2019.
- An African Penguin pair produced offspring as recommended by the AZA SSP for the species. Two male chicks hatched in November of 2019. The parents who produced the eggs hatched and raised one chick while a foster pair cared for the second egg and resulting chick.
- Successful hatch of 4 Trumpeter Swans. The cygnets were donated to the Trumpeter Swan Restoration Program for release into the wild in the spring of 2020.
- A male Snow Leopard from another zoo joined our resident female. In May of 2019, a private pilot donated the round trip flight to bring a Red Panda (and two Zookeepers) to the Tulsa Zoo and to bring the male Snow Leopard back to Green Bay on the return trip.
- A new exhibit featuring a male Snowy Owl was opened in April of 2019
- A male Reticulated Giraffe arrived at the Northeastern Wisconsin Zoo in October of 2019.

- A new exhibit featuring four Satanic Leaf-tailed Geckos opened in the Education and Conservation Center in June of 2019.

### Animal Welfare

- Successful USDA inspection – no non-compliant issues found in 2019
- Creation and implementation of Animal Care and Welfare Assessment Program ensures documentation of efforts to enhance the welfare of the zoo animals.
- Purchase of night vision cameras to monitor animals after hours/in nest boxes/etc.
- Partnership with local private pilot to facilitate several animal transfers – private flights greatly reduce the stress of travel for the animal (no need to arrive early or travel to large hub airport, less noise, fewer fumes, better temperature control, presence of familiar caretaker).
- Renovations to Emu, Blue Duiker, Wattled Crane exhibits. Emus have much larger shelter, Duikers and Cranes have gained exhibit space.
- Carnivore caging completed in Cornerstone Animal Hospital and Lion building.
- Exhibit “furniture” added to African Lion and Black Bear exhibits (huge logs, climbing/shade structure) increases complexity and creates additional behavioral opportunities.





## MANAGER REPORTS



### Maintenance and Facilities Report

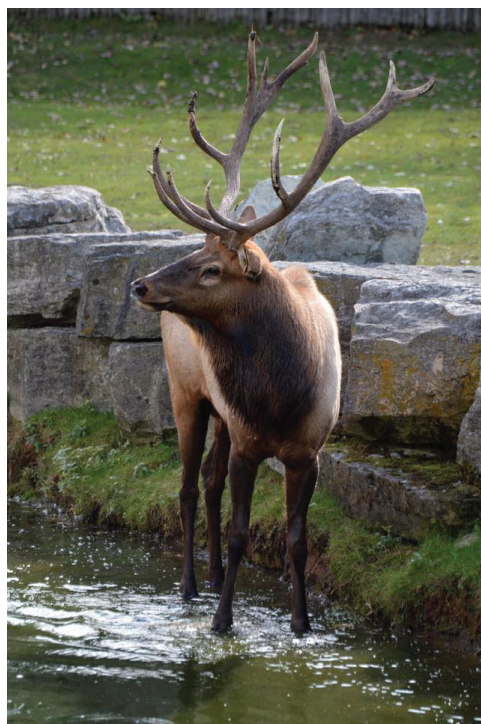
**Jerry Vincent & Wayne Netzel**  
Zoo Facility Maintenance,  
Grounds and Housekeeping

The New zoo and adventure park facilities maintenance Dept. is headed up by Neil Anderson. Jerry Vincent does the maintenance and Wayne Netzel heads up housekeeping. Jerry and Wayne work together on most projects as a team. Our job is to make sure all customers and employees alike are in a safe and clean environment. We monitor all the life support systems in place throughout the zoo. Lawn care and landscape also fall into the maintenance department. Jerry is the contact for security issues as well as after-hours emergency issues. We strive as a team to meet and often exceed AZA standards. We always keep the environment in mind when purchasing or implementing new products or ideas. We are CPR and first-aid trained and also trained to respond to disasters through FEMA. We practice animal escape drills with animal care staff throughout the year. We have some exiting plans for the New Year that we can't wait for you to experience! We look forward to seeing all the smiles again in 2020!

#### 2019 Major Accomplishments

- Installation of a new gate near the tortoise exhibit.
- Installed all new round log fence at penguin, emu, and crane.
- Replaced the black bear observation area fence.
- Built a new 8x12 addition onto the peafowl indoor holding room.
- Built a large shade platform in the lion yard.
- Repaired a broken water main line in the lynx yard.
- Had the evaporator coil replaced in the Mayan freezer.
- Set up the new safari train with safety devices.
- Installed a new rooftop furnace at the penguin den.
- Had the lion power pedestal repaired by public works.
- Replacement of the Gauthier bride and all new railings.
- Jetted the barn drains
- Transitioned zoo security to a new security vendor.
- Drained and cleaned ponds throughout the year.

- Installed an ozone generator at otter.
- Had a new impeller and wear ring installed at penguin.
- Replaced fence at tortoise with rope fence.
- Reroofed the kookaburra exhibit
- Replaced all the mesh on the parrot exhibit
- Prepared areas for new playgrounds.
- Remodeled the tamarin exhibit.
- Repaired underground electrical short at lynx.
- Replaced the PLC computer in the carousel.
- Replaced gate rollers on the Z-4 auto-gate system.
- Built gates into the hand railing system in the aviary.
- Changed over several yard light to a more efficient LED type.
- Maintained and repaired utility vehicles and trucks throughout the year.
- Set up and take down of major events throughout the year.
- Tree removal throughout the zoo grounds.
- Replaced the pond aerator at the swan exhibit.
- General maintenance and exhibit maintenance all year round.



### Education and Volunteer Report

**Angela Kowski-Kroening**  
Education & Volunteer  
Programs Coordinator

Annual growth continues in the Education Department! The Summer Educator position from 2018 was adjusted to become a seasonal Assistant Zoo Educator in 2019, which allowed us to keep that employee with us from the end of March through November. Having this extra teacher for more much of the year allowed us to expand our program offerings both off-site and on-site, as the growth in our revenue shows.

The total revenue for on-site program sales was \$56,530 in 2019, compared to just over \$40,000 in 2018. Our off-site Zoomobile programs also increased, earning us \$15,500 in 2019 compared to \$11,900 in 2018. When we take into consideration revenues from our other department programs (including Birthday Parties (over \$21,000) and merchandise items like Animal Adoption Packages and animal paintings), the total revenue earned by the Education Department in 2019 is **\$98,397**. We are proud of our small team's accomplishments and excited to see how things continue to grow in the future.

Volunteers and Interns continue to play important roles in supporting the NEW Zoo. Our Zoo Educator worked hard in 2019 to update training protocols and other procedures for our Interns, and we continually evaluate the program to ensure we provide the best opportunities that we can for students while still meeting our needs throughout the zoo. Interns have become integral to the success of many areas in the zoo. Not only do they provide programming on-site during the summer months; they also create content for our social media channels, host most of our birthday parties, and more. Interns provided **over 6,000 hours** of service in 2019, which represents almost half of all our volunteer hours!

Although Regular Volunteer hours were down for the year compared to 2018, our (non-intern) volunteers still contributed **nearly 8,000 hours** of service to the organization. We were pleased to see several of our Regular Volunteers step up to help us cover a variety of new special events, including the Touch a Truck day, Mad City Monkey Madness, and more. We appreciate the dedication of our active volunteers and know that the NEW Zoo simply wouldn't be where we are today without them.

### Adventure Park Report

**Nathaniel Wagner, Supervisor of Adventure Park**

The Adventure Park had a busy 2019 season. New tour structure changed the overall operations of the day-to-day of the Adventure Park. In May, Abee Inc. completed the annual course inspection with no major concerns we found at that time. The climbing wall also received a much needed sprucing up by having it painted and new routes created with the holds.

In 2019, we hosted our first ever Adventure Camps in 2019 for ages 6-9 and 10-14. Each camp had 6 campers and was a great learning opportunity. Adventure Camps are scheduled in 2020 and we expect to see growth in attendance. In August, the Cellcom Kids Kourse opened. With a \$3,000 sponsorship from Cellcom, we were able to install an 8 element, ground-based, kid's course for ages 3-6. This allows expansion of the park to reach more age levels and it is also used for teambuilding programs.

The Adventure Park hosted 2 special events in 2019. In August we had an accessible zip event. This allowed participants not able to climb the tower the chance to zip line, by being lifted via ropes to the line. In September the park hosted Zip with a Hero. Local fire, EMS, police, and first responders were invited to



bring out trucks and go zip lining with our guests. Both events went well for their type of event. Mad City Window and Bath provided \$1000 sponsorship for each event. In 2020, we hope to see the addition of another kid's element to continue to grow the park and meet the needs of families.



## SOCIETY PROGRAMS



### 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.

### 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

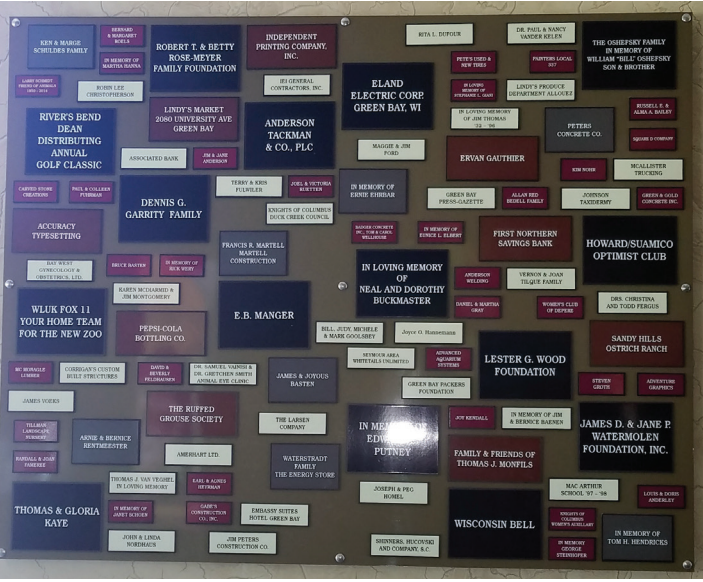
*A final resting place for your special companion...*

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

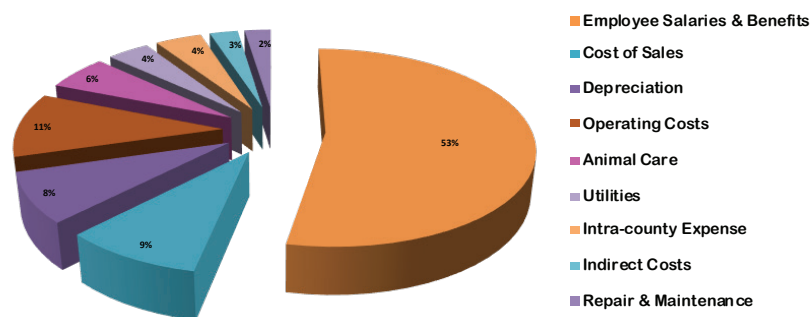


Please contact the N.E.W. Zoological Society, Inc. for more information about any of the programs offered at 920-434-6814 or online [newzoosociety.org](http://newzoosociety.org)

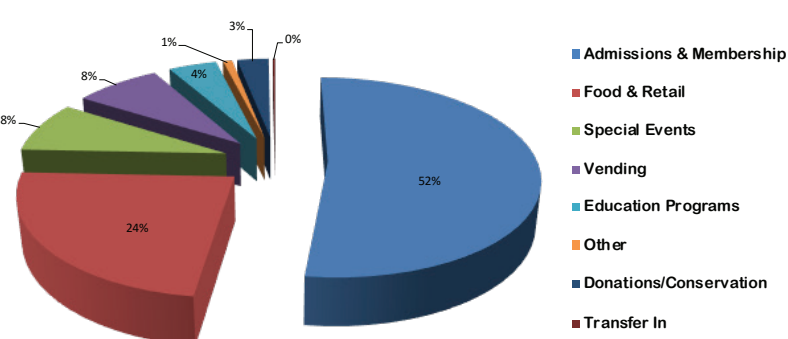
## NEW ZOO PRELIMINARY & UNAUDITED FINANCIALS



### NEW Zoo Expenses - 2019



### NEW Zoo Revenue - 2019



### NEW ZOO EXPENSES – 2019

Employee Salaries & Benefits	\$ 1,364,961
Cost of Sales	\$ 235,126
Depreciation	\$ 208,024
Operating Costs	\$ 271,000
Animal Care	\$ 147,540
Utilities	\$ 99,586
Intra-county Expense	\$ 110,247
Indirect Costs	\$ 67,041
Repair & Maintenance	\$ 62,225
<b>Total</b>	<b>\$ 2,565,750</b>

### NEW ZOO REVENUE – 2019

Admissions & Membership	\$ 1,164,819
Food & Retail	\$ 526,364
Special Events	\$ 183,917
Vending	\$ 174,742
Education Programs	\$ 98,015
Other	\$ 18,675
Donations/Conservation	\$ 64,304
Transfer In	\$ 4,652
<b>Total</b>	<b>\$ 2,235,488</b>





The NEW Zoo finished the year with an attendance number of 206,950 slightly up from the 2018 annual attendance of 206,519. Another challenging year of wet weather and storm related events. 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 238 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.

The NEW Zoo received the prestigious AZA accreditation in September 2017 and is currently AZA accredited. In 2019, the Zoo successfully passed a mid-cycle accreditation inspection and review. Accreditation is the “gold standard” of our industry. There are over 2800 wildlife exhibitors in the country and only 238 are and have received AZA Accreditation. AZA accreditation ensures that the animals you visit at accredited zoos and aquariums receive excellent care and our animal welfare standards are at the very top of the industry. Visitors should 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 each year! The Zoo also received for the 8th year in a row the Trip Advisors Certificate of Excellence as a 2019 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. 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. In 2019 we opened two new playgrounds, a new train, new satellite concession buildings, a new emu building, new lion holding caging system, a new large carnivore caging system in the Cornerstone Animal Hospital. Congratulations to all the efforts and accomplishments that are also highlighted in the 2019 annual report! The N.E.W. Zoological Society is our official 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. The Zoo Society and the many donations received for various projects from their outreach to

donors continued to provide new and exciting visitor related experiences. It continues to serve as a great example of a successful public-private partnership that continues to improve your community zoo. We couldn't have done any of this without the great community support from our donors. A list of all our donors is included in the report. Please thank them for making your NEW Zoo a community treasure built on community support. Remember it is never too late to get involved as well as become a donor; we would love to connect you with an opportunity just right for you! 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 2019. 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 exhibit projects. The future looks bright and we cannot wait to see you in 2020!

– Neil Anderson  
Director



AHT Windows and Doors  
Anduzzi's Sports Club  
Annette Grinke - Concrete Artist  
Ashley Busch - Artist  
Ahlborg Tire  
B&B Custom Woodworks - The Basten Family  
Barron's Books  
Badger Wholesale  
Beverly French - Counted Cross Stitch  
Breadsmith  
Brown County Correctional Officer Benevolent Society  
Cellcom  
Complete Office  
Cool Jewels  
Cory Shardt  
Dean Distributing

Deena Coutley  
Dog House Cheese Curds  
Doodle Pants  
Door County Winery  
Ernie Millsaps  
Farmers Insurance  
Festival Foods  
First and Main  
Focus on Souvenirs  
Fresh Thyme  
Ganz  
Garth Seehawer  
Gentle Vet  
Great American products  
Green Bay Packers  
Green Bay Scuba  
Happy Joes  
Heartland Buisness Systems  
Independent Power Grid LLC

Initiative One  
Jean Kriedeman - Stained Glass Artist  
Jessica Hutjens - Artist  
Jim's Golf Cars  
Kathy & Lee Anderon  
K & M International/ Wild Republic  
Keith Ford-Schardt  
KI  
Kimps Ace Hardware  
LaJava A Roasting House  
Lamers Bus Lines  
Lamar Outdoor Advertising  
Madd Cap Games  
Mad City Windows and Bath  
McDonald's of Howard  
Meijer Foods  
Miron Construction

Mona Rose Winery  
Montoure, Hanson, and Teske Orthodontics  
Nectar of Green Bay  
Neville Public Museum  
Nicolet National Bank  
Nielsen Communications  
North Shore Bank  
Old Mexico Restaurant  
OPI  
Optimists of Howard-Suamico  
Pepsi of NE WI  
Posie Patch Retreat  
R-Tek Safety Solutions  
Rein Designs  
Reunion Arts - Art by Patricia Jelen  
RJ Parins

RODAC Development & Construction  
School House  
Steins  
Sweets & Eats  
Teddie's Creative Cakes  
Texas Roadhouse  
The Candy Bar  
The Dough Shoppe  
The Gutter  
The Woods Golf Course  
Ty, Inc.  
Upcycling by Nancy - Nancy Welsing  
Village of Suamico  
Wildlife Artists  
Woodman's Market  
Wondersigns  
WLUK TV 11  
Zesty's Frozen Custard & Grill





NEW ZOO VOLUNTEERS

Rich Aicher	Tim Bigler	Micaela Diedrick
Bethany Allcox	Ellie Blank	Carol Dill
Brittany Allcox	Elizabeth Bomber	Maureen Dolson
Amaliya Anderson	Natalie Bomber	Tina Douglass
Kathy Anderson	Jadon Borley	Emily Drown
Lee Anderson	Kerri Borley	Michelle Eckert
Sue Ascher	Xavier Borley	Saige Emmer
Collin Avery	Evan Bosse	Jordan Farney
Betty Bahringer	Julie Brown	Mindy Farney
Jadyn Bartels	Sebastian Brown	Gavin Felchlin
Nancy Barthel	Silvy Bruette	Luke Felchlin
Autumn Bateman	Megan Burton	Brian Fontaine
Alyssa Baumann	Josh Chamberlain	Linda Fowles
Stacy Baynes	Henry Cobb	Byron Froelich
Terry Becker	Julia Cobb	Amelia Gessner-Knepel
Kristen Beno	Brandon Cote	Nadia Giesen
LiliBeth Bero	Carol Jean DeGroot	Vanessa Giesen
Charley Bigler	Rich DeGroot	Becky Gliniecki

Jon Hanson	Brooke Peterson
Samuel Hencheck	Dan Przewrocki
Cathy Hill	Phil Putzer
Debby Hill	Katya Quiñones
Mark Hill	Kaye Raasch
Casey Hoerth	Danielle Raska
Linda Immel	Maureen Rasmussen
Sarah Jacques	Kim Riley
Gloria Jahnke	Steve Riley
Christina Johnson	Sue Rocheleau
Marissa Kaminski	Diana Rockhill
Sydney Koch	Jen Ruplinger
Carol Konshak	Dax Ruplinger
Elyse Kruse	Laken Ruplinger
Lori Kurkiewicz	Aaron Sannes
Aaron Kyles	Holly Schimaneck
Carol Kyles	Jenna Schober
John Kyles	Karen Seas
Caitlyn Laabs	Laura Seas
Hope Lantagne	Garth Seehawer
Lydia Larsson	Will Seehawer
Natalie Larsson	Jacob Shariff
Dan Lauth	Sue Simenz
Chris Leutner	Karen Slattebo
Haley Lin	Julia Soma
Nick Lorrigan	Garrett Spencer
Terry Lorrigan	Marsha St. Louis
Patti Lower	Luke Stiles
Marissa Lung	Angie Stiles
Jerilyn Mackey	Chris Sustman
Logan Maedke	Dick Sustman
Daniel Markano	Kaitlyn Szeles
Joshua McArthur	Preston Taylor
Max McLean	Julie Taylor
Bridget Mendoza	Julianne Taylor
Jessica Meyer	Emily Tomesek
Verna Molina	Brian Van Camp
Robert Mommaerts	Dylan Van Camp
Brianna Moss	Jessica Van Camp
Nicole Newcomb	Diane Van Der Linden
Katrina Nordyke	Evan Warren
John Norwak	Jane Watermolen
Sam Okhuysen	Bruce Williams
Jeanie Olson	Melody Williams
Pat Orgemon	James Woods
Chantal Parks	Rose Xiong
Sammie Pashouwer-Schwabe	Don Zunker
	Donna Zunker



ZOO DONORS



<b>\$10,000.00 and Up</b>	Joann DeCleene
Barbara Lardinois Estate	Mike Palluconi
<b>\$2,500.00 - \$4,999.00</b>	Paul Fuhrman
Nancy Kwaterski	NEW Zoo Society Feast Donation from Sales table
Norman L. Jensen Trust	Spiret Forums
<b>\$1,000.00 - \$2,499.00</b>	Sue Witbro
Linda Fowles	Diane Van Vonderen
Maurice and June Robinson Family Foundation	James Graefe
<b>\$500.00 - \$999.00</b>	Jean Watson
Ashwaubenon Lioness Club	Grace Gunville Community Project
De Pere Area Men's Club	Laverne E. Cota Estate
Anonymous	<b>IN KIND</b>
<b>UP TO \$499</b>	Austin's Grocery Store
Eric Sorensen	Costco
Howard Suamico School	Dan Moreau
Marie Cork	Kwik Trip of Suamico
Women's Fellowship 1st United Church of Christ	Linda Immel
Sebastian & Julie Brown	Perry Paulot
DePere Elementary Bake Sale	StoneRidge Piggly Wiggly Suamico
St. Vincent Hospital Auxillary	Subway of Suamico
Winnebago Audubon Society	Abaxis
Sadoff Iron and Metal	WI DNR
Giving Tree	Jessica Hutjens
	USFWS
	Samuel Harrison





# 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**