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2010 Annual Report

Zoological Society of Buffalo, Inc.

MISSION STATEMENT

The Zoological Society of Buffalo, Inc. is an independent, non-profit corporation organized for the establishment, maintenance and operation of the Zoological Gardens; for the education and recreation of the people and visitors of the Niagara Frontier; for the advancement and encouragement of the science of zoology; for the practice of conservation of the world's wildlife; and for the exhibition of diverse species of animals from throughout the world.



Zoo Attendance

2010	423,887
2009	456,414
2008	414,794
2007	412,369
2006	391,729

Remarks

From the Chairman of the Board

Hal D. Payne

The Zoological Society of Buffalo continues to be in good hands. This was my second year as Chair of the Society's Board. I feel honored to work with the committed members of the Board and a dedicated staff in steering this institution—which continues to be the most frequently visited cultural in Western New York—into its 136th year as a major asset to this region.

This spring, we were proud to open our new Delta Sonic Heritage Farm, which replicates life along Erie Canal during the 1850s. I'm pleased to see that the public continues to show enthusiasm for this recently-opened venue.

In 2010, the Board undertook to implement the quiet phase of our Bear Necessities Capital Campaign. This Campaign is critical if the Zoo is to maintain our polar bear venue and complete construction of a new entrance for the Zoo. Thanks to Melissa Garman Baumgart and her committee for their good work in providing leadership in this effort. We are particularly grateful to the staff for their enthusiastic response to this campaign and to the Zoo's Director of Development and Marketing, Adair Saviola, and her staff for their good work, along with our consultant, William Kruger, on this campaign. I look forward to the

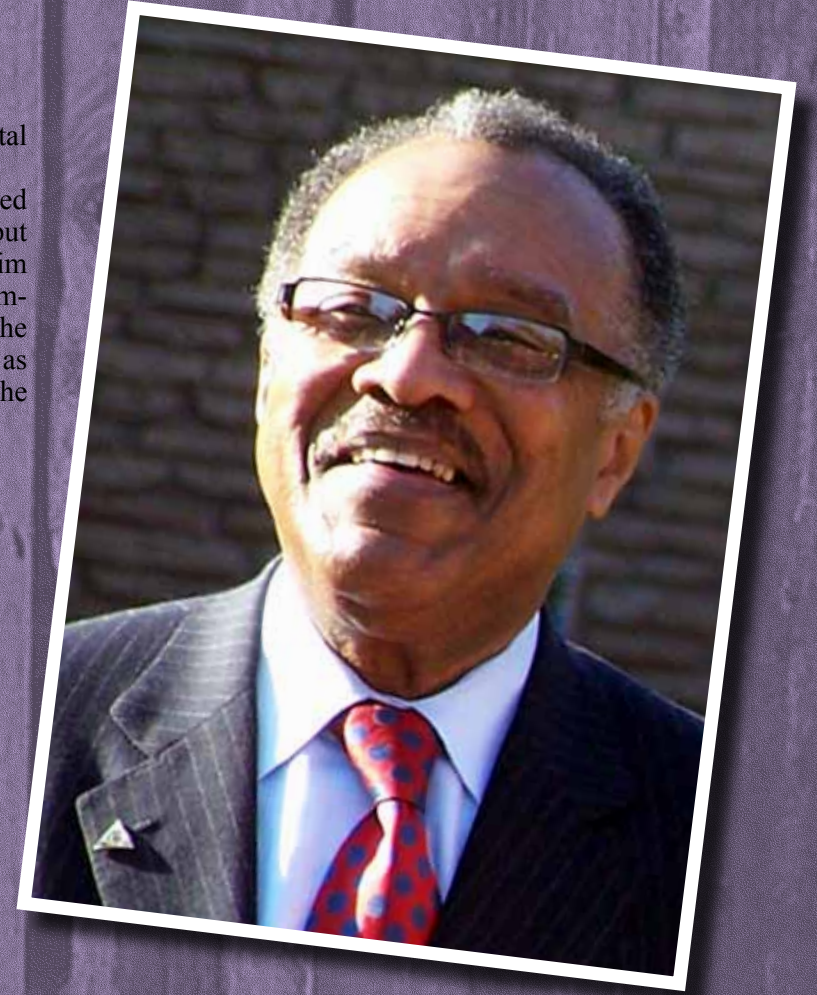
continued good work of members of the Board as we seek to complete the quiet phase of this campaign in July 2011. I am confident that we will be able to report substantial completion of the first phase of this campaign as part of our report to the Association of Zoos and Aquariums (AZA) during their next year and in our report to the AZA in September 2011.

The Zoo's Catillion 2010 proved to be very successful as \$110,000 was raised for the Foundation. I extend many thanks to event chair, Jack Catanzaro, and his committee. Thanks also to Trent Voekl for agreeing to chair the event in 2011.

The Zoo also enjoys extraordinary support from its ancillary Boards, including the ProZoo Board, the Women's Board and the Docent Organization. That support was clearly demonstrated when the Zoo's Board of Directors undertook to implement a 135th anniversary celebration, which took place in May 2010. I'm very grateful to Marc Adler and James van Oss for leading a Board sponsored event that provided a wonderful opportunity for members of the Board to become better connected to the Zoo. I'm certain that the experience many Board members shared while working on this event will serve us well as we engage

the more daunting tasks associated with the Capital Campaign in the future.

The work of the Board, going forward, will be shaped by the Strategic Plan, which we undertook in 2009 but carried out largely during the 2010 year. Thanks to Jim Smyton for agreeing to chair this effort and for recommending Althea E. Luehrsen to provide facilitation of the effort. The shareback conducted with staff and Board as part of this exercise will greatly influence the work of the Board in 2010 and 2011.



FROM THE PRESIDENT

Donna M. Fernandes, Ph.D.

The Buffalo Zoo continued on its growth trajectory in 2010 with several new attractions, programs and initiatives.

The popular Fisher-Price Little People® Playground opened on April 29 and was followed with the opening of the Delta Sonic Heritage Farm on May 20.

A new cell phone tour application for the Buffalo Zoo was unveiled on September 8 at a press conference with the County Executive. Two interns from the University at Buffalo's graduate program in cultural attraction management assisted with translating the application into French, Spanish, German, Japanese and Mandarin Chinese.

The Buffalo Zoo's Board of Directors conducted a major strategic planning initiative in 2010 with workshops held in April and May, followed by multiple drafts of the strategic plan. Senior staff also held two strategic planning workshops to discuss results of an anonymous survey of employees on ways to improve the Zoo.

In the fall, we reviewed proposals from three different vendors to outsource our gift shop operations. The Zoo selected Service Systems Associates (SSA) to manage operations of the Zootique and Trading Post, and eventually, the new shop in the upcoming Entry Complex.

Last, but not least, the Zoo transitioned to Blackbaud software for ticketing, fundraising and financial accounting. The software was purchased with a grant from the John R. Oishei Foundation to convert the Zoo, Darwin Martin House and Buffalo and Erie County Historical Society to Blackbaud's suite of products since they were already being used at Shea's Performing Arts Center, the Buffalo Philharmonic Orchestra and the Buffalo Museum of Science. These cultural organizations have formed a Blackbaud Users Group to share expertise and experience using the software.

The development and marketing department had a very productive year. We initiated the Bear Necessities Campaign to raise money for our next capital projects, the new entrance and polar bear habitat. Over the summer, we completed the campaign video and collateral materials. The Board solicitation was launched at a dinner meeting on November 9 at the Buffalo Club.

The staff also worked with the Women's Board on the production of a 2011 Buffalo Zoo calendar, which incorporates photos from past Zoo Photo Contests. The calendars were sold in the Zootique gift shop.

Members' Appreciation Nights took place on June 28, 29 and 30. A new format for the event welcomed a variety of vendors to the Zoo for food options at a nominal cost with the Zoo providing free rides, chips and beverages to our valued members.

We also tried three new marketing initiatives in 2010. The first was participation in the Niagara Falls Tourism Commission's advanced ticketing website, which resulted in lots of sales to out-of-town visitors.

Second, we promoted our student discount to area colleges with a series of ads in campus papers at Buffalo State, Canisius College and the University at Buffalo (UB).

Lastly, we tried Groupon.com as an online marketing outlet. Held in October, a one-day sale of two adult admission tickets to the Zoo at half price resulted in 494 pairs of tickets sold.

Sponsorship income was up in 2010 compared to the previous year. A new partner, IHOP restaurants, agreed to support the docent program. Time Warner Cable and Perry's Ice Cream took on new roles in our Distance Learning and Nature Camp programs respectively. City Mattress was the presenting sponsor for Wines in the Wild. The Western New York Realtors Association underwrote "Wild Wednesday" discounts in July, August and September. Wegmans returned to sponsor the elephant exhibit and Elephantastic Weekend. Goya Foods was the lead sponsor for Labor Day at the Zoo and also signed on to sponsor the polar bear exhibit. Buffalo Exterminating sponsored Otter Creek while Univera Health supported the giraffe exhibit for 2010. Fisher-Price renewed its commitment to the Zoo for the next five years and received naming rights to the new playground. Tops Friendly Markets and Coca-Cola extended their multi-year agreements to continue in their current roles at the Zoo. Lastly, AT&T returned to the Zoo as the first firm to sponsor the Zoo's cell phone application.

In the animal department, the Zoo continued to rear more than 600 hellbender larvae in partnership with the New York State Department of Environmental Conservation (NYSDEC). To ease our animal load and involve other zoos in the program, 40 larvae were transferred to the Bronx Zoo, and 20 larvae were transferred to the Binghamton Zoo. The former meerkat exhibit in the Reptile House was converted to an on-exhibit rearing facility for the hellbenders with the addition of interpretive graphics and construction of a wall to block ambient light. Hadley Exhibits donated their staff's labor to build the light baffle and to paint an African savannah mural for the new meerkat exhibit adjacent to the gorillas.

We were also very pleased with the birth of two endangered snow leopard cubs. Named Ketu and Makalu after mountains in the Himalayas, the cubs were born on June 2, 2010 to mother, Annapurna, and father, Dwaine. The breeding was recommended as part of the Association of Zoos and Aquariums' (AZA) Species Survival Plan® (SSP).

In the veterinary department, Dr. Kurt Volle continued to give great care to our animals and also attended the International Association of Giraffe Care Professionals Conference in Phoenix, AZ, the Midwest Zoo Veterinarians Meeting in Toledo, OH and the Midwest Zoo Veterinarians Conference at The Columbus Zoo and Aquarium.

Dr. Volle was also interviewed on a radio wildlife talk show called "Wild World" with Larry Battson and discussed

some of the Zoo's wildlife conservation efforts and his role in them. He also participated in the release back to the wild of some spotted turtles confiscated by the DEC that were temporarily housed in our quarantine facility.

Our grounds and maintenance department also remained very busy. In 2010, we finally connected the main building to the new 23 kV electrical service installed for the M&T Bank Rainforest Falls exhibit and veterinary/giraffe complex. This brought the majority of the Zoo campus to the more reliable and less expensive service.

A certified contractor completed lead paint abatement on the second floor of the Reptile House. It was then painted with a lead barrier acrylic membrane to contain any future flaking.

The first floor of the former Science Magnet School was also cleaned and painted to improve its appearance for rentals and special events.

The carousel and train were completely revamped with new decking and pipes on the carousel and new motors, gears, belts, chains and bearings on the train.

The City of Buffalo also repaved and striped our parking lot, removed deteriorated blacktop from the Beastro to the gorilla area and replaced it with concrete and repaved the road from the Beastro turnstiles toward the Bone Zone. We greatly appreciate this work being completed in anticipation of our accreditation inspection.

The total attendance for 2010 was 423,887 visitors. Despite our hard work and best efforts, the Buffalo Zoo did experience an operating deficit this year. The rainy spring and hot summer resulted in 25,000 fewer visitors compared to 2009. We were also down in membership income, Annual Fund and Zoo rentals. Additionally, we did not have the expense reimbursement from the Buffalo Public Schools that we traditionally received for the Science Magnet School's heat, electric and maintenance. Although we tried to manage expenses as best as we could, we had an operating loss in excess of \$100,000.

I would like to express my thanks to everyone who works so hard on the Buffalo Zoo's behalf all year long. Because of our entire team of full time and seasonal employees, the Board of Directors, ProZoo Board, Women's Board and docent organization, the Buffalo Zoo continues to remain a community treasure and a great place to work.



ANIMAL COLLECTION AND INVENTORY



Western lowland gorilla (born 2010)

Species born or hatched in 2010

Agouti, prehensile-tail porcupine, capybara, vampire bat, white-faced saki, bighorn sheep, reindeer, gemsbok, Japanese macaque, snow leopard, rock hyrax, six-banded armadillo, dama/tammar/scrub wallaby, western lowland gorilla, spotted hyena, reticulated giraffe, Eurasian black vulture, black-necked swan, blue peafowl, scarlet ibis, boat-billed heron, whiptail lizard, hump-headed dragon, Mexican lance-headed rattlesnake, Indochinese box turtle, three-striped box turtle, blue poison dart frog, Panamanian golden frog, Puerto Rican crested toad

Species or specimens acquired in 2010

Red-striped eartheater (fish), sand boa, carpet python, eastern massasauga rattlesnake, boat-billed heron, sunbittern, grey-necked wood rail, green-wing macaw, ivory-billed aracari, dama/tammar/scrub wallaby

Species removed from the collection in 2010

Brazilian red and white tarantula, emerald tree boa, banded rock rattlesnake, buff orpington chicken, grizzly bear, collared peccary

White-faced saki (born 2010)



Boat-billed heron (acquired 2010)



Panamanian golden frog (hatched 2010)

	2010 Species / Specimens
Mammals	61/245
Birds	39/104
Reptiles	40/180
Amphibians	9/813
Fish	6/202*
Invertebrates	6/205*
TOTALS	161/1,749*

*These numbers do not include Education Department animals; otherwise, all species and specimens physically at the Buffalo Zoo are counted. Counts indicated by * are estimated.*

New and Upcoming Exhibits

Fisher-Price Little People® Playground

The Buffalo Zoo's first new attraction for this year opened on April 29. The Fisher-Price Little People® Playground is designed to complement the barnyard theme of both the Buffalo Zoo's new Delta Sonic Heritage Farm exhibit and Fisher-Price's signature barn playset. The new playground features a three-level spiral slide, a spacious tube crawlway, small "peaks" for climbing fun, balance beams, a fun forest and concentration blocks for some mental playtime.

Delta Sonic Heritage Farm

The Delta Sonic Heritage Farm debuted on May 20. Approximately 300 people attended the opening reception, including the County Executive, representatives from New York State Parks, the NxGen Program of the East Hill Foundation and Mentholatum.

The Delta Sonic Heritage Farm is the first project to be built as part of Phase II of the Buffalo Zoo's master plan. The family-friendly exhibit recreates a historic farm from the 1850s and replaces the former Children's Zoo. This Erie Canal-era homestead features heritage breeds of domestic animals and includes a historic replica of an Erie Canal lock. The exhibit added several new species to our collection, including a Canadian mule, Devon cow, Berkshire pigs, Babydoll Southdown sheep, Dominique chickens and a Narragansett turkey.

Through fun, hands-on interaction with live animals, activities, demonstrations and guided investigations, children of all ages will understand the importance of a strong balance between undisturbed wild spaces such as wetlands for wildlife, and modified spaces, including farms and canals, for human existence. The exhibit is designed to help visitors understand the importance of water to wildlife and domestic farm animals, as well as the historic importance of water and the Erie Canal to people as a means of transportation for crops and other goods.

A 35' x 45' barn was donated to the Buffalo Zoo by David Homes President David Stapleton and his family. Built during the 1850s, this barn was relocated to the Buffalo Zoo from Wheatfield, NY. The donation was made not only to save this historic structure from being demolished as new properties are built in its place, but also to ensure that the community can learn about the significance of the Erie Canal era.

The cost of the exhibit is approximately \$1.8 million. Major funding for this project comes from a public/private partnership, which includes leadership gifts from Erie County, The New York State Office of Parks, Recreation and Historic Preservation, Delta Sonic, The Benderson Family and the NxGen Program of the East Hill Foundation.

The exhibit was designed by Gwen Howard of Foit-Albert Associates.

New Entrance and Polar Bear Habitat

In 2010, the Buffalo Zoo began design work on a new entrance and polar bear habitat. The decision was made to re-use the brick barn from the former Children's Zoo as part of the entry complex. This will reduce costs and preserve this historic structure.

The Entry Complex will include ticketing, membership, a gift shop and café, as well as a Great Lakes water feature.

The polar bear exhibit, entitled Arctic Edge, will provide habitats for Arctic wolves, Canadian lynx and bald eagles, in addition to naturalistic exhibit space for the bears.



Fisher-Price Little People® Playground



Delta Sonic Heritage Farm



Future Entrance



Research

The Zoological Society of Buffalo recognizes that important contributions are made to the Zoo and to the profession through research efforts. The Society also recognizes that research benefits society at large by contributing to our collective knowledge of nature. Listed below are research projects conducted in 2010 (or continued from 2009). These projects were conducted as a result of approval from the Zoo's Research and Conservation Committee and/or cooperation with

Association of Zoos and Aquariums (AZA) requests. Additional information about the Committee, as well as other research projects supported by the Zoo, can be found in the Buffalo Zoo's Research and Conservation Committee's 2010 Annual Report, which is available at www.buffalozoo.org.



"Social Dynamics in a Changing Gorilla Group"

Sue Margulis, Ph.D., Canisius College Department of Biology.

Behavioral monitoring of Buffalo Zoo's gorilla group: monitor changes in behavior following the departure of a female gorilla; monitor sexual and reproductive behavior; given the current breeding recommendation in the group, monitor maternal care and infant development. Study continued into 2010 to monitor maternal care and changes in dynamics with presence of an infant.



"Behavioral Indicators of Stress in Japanese Macaques"

Dawn Bruffett, SUNY at Buffalo Department of Anthropology.

This study will constitute preliminary data for a larger study of physiological and behavioral stress indicators in groups of captive Japanese macaques. The aims of the larger study are to validate the usefulness and temporal qualities of measures of cortisol and other stress hormones from a variety of sources (blood, hair, urine, feces) and to explore their relationship to previously identified behavioral stress indicators. Once validated, they will be used to identify particular aspects of captive enclosures, husbandry and attributes of individual monkeys (sex, rank, social connectedness) that are associated with high and low levels of stress. The aim of the preliminary work is to identify the most useful behavioral stress indicators and relate them to a few specific conditions of zoo life. The study continued into 2010 to expand the database and focus.



"Management and Restoration of Species of Greatest Conservation Need and Their Critical Habitats in New York State Hellbender Headstarting"

New York State Department of Environmental Conservation (NYSDEC). Agreement with the NYSDEC to hatch and rear hellbenders for release at age three into present and former range sites in New York State. Hatching and rearing continued into 2010. Larvae were distributed to several zoos accredited by the Association of Zoos and Aquariums (AZA), and plans for additional distributions will be made in 2011. Target numbers and sites for release in 2013 are developing.



"Gauging Bite Strength at Different Gapes of Lions and Tigers"

Frank Mendel, Ph.D., SUNY Buffalo Department of Anatomy.

Fluid filled, gauged, puncture proof, non-toxic hoses of different diameters were presented to lions and tigers in order to gauge their bite strength. Refinements of the puncture proof devices were accomplished in 2009. Data collected will be applied to extinct sabertoothed cats. Study continued into 2010.



"Pregnancy Diagnosis Through Urine Hormone Analysis in Giraffes"

Janine Brown, Nichole Abbondanza, National Zoological Park Conservation and Research Center; Gerald Aquilina, Vicki Hodge, Buffalo Zoo.

The purpose of this pilot study is to determine if pregnancy in giraffes can be accurately diagnosed through urine hormone levels. Data collection continued in 2009 with the pregnancy and delivery of a female calf. Study continued into 2010 with collection, processing and analysis of another pregnancy and calf rearing to provide additional data.



"Food Preference in Rainforest Birds"

Michael Noonan, Ph.D., Canisius College, Austin Milibrand, Canisius College; Jill Odachowski, Pam Harmon, Katrina Guariglia, Kurt Volle, DVM, Buffalo Zoo.

The goals of this project are to assess whether birds in a mixed group will alter their feeding stations to actively seek out their preferred diets, to assess which diets are preferred by each species and to assess the use of the new Mazuri® Fish Analog diet in use within the display. Study continued into 2010 for completion.



"Reciprocal Grooming and Time-Matching in Celebes and Japanese Macaques"

Maura Tyrrell, SUNY at Buffalo (sponsor Carol Berman, Ph.D.).

Determine the extent to which the Celebes and Japanese macaques at the Buffalo Zoo exhibit immediate vs. long-term grooming reciprocation.



"Behavioral Study of the Western Lowland Gorilla (*Gorilla gorilla gorilla*) in Captivity"

Anthony Hartman, SUNY College at Buffalo (sponsor Julie Wieczkowski, Ph.D.).

Conduct a behavioral ethogram on the western lowland gorilla (*Gorilla gorilla gorilla*) and record its behavior in captivity for a period of about 30 days. Compare the results to similar records of the same species in the wild. A close analysis of how the behavior of the captive animal differs from its wild counterparts could help the Zoo develop enrichment programs, isolate stress-related behaviors and develop plans for expansions or modifications to the enclosures.

Conservation Projects Supported in 2010

Financial support was provided to the following conservation organizations in 2010:

Polar Bears International

Contributions to this non-profit organization dedicated to the worldwide protection of the polar bear. CFC

American Livestock Breeds Conservancy

Contributions to support the conservation of heritage livestock breeds.

Grizzly & Wolf Discovery Center

Financial support of brown bear conservation and rescue and Yellowstone National Park education efforts.

El Valle Amphibian Conservation Center (EVACC)

In situ and ex situ Panamanian amphibian conservation was supported in 2010. The goals of EVACC are to save 12 species of Panamanian endemic frogs for education, display and the future maintenance of the species. The Buffalo Zoo supplied funding for the salary of one local Panamanian as an EVACC keeper for a year. Panamanian frogs were exhibited in the Reptile House with an educational graphics package. CFC

Proyecto Titi

Contributions for the conservation of the cotton-top tamarin in Colombia. CFC

Amphibian ARK, IUCN/SSC Conservation Breeding Specialist Group

Contributions for captive and in situ research in the husbandry and breeding of amphibians. CFC

AZA Eastern Massasauga Rattlesnake SSP

Support of in situ conservation programs for the endangered eastern massasauga rattlesnake.

Abbe-Freeland Wildlife Rehabilitation Center

Major NYS wildlife conservation and rehabilitation center in Angelica, New York. Support provided through donation of materials and expertise in husbandry, shipping, management, etc.

National Elephant Center AZA

Contributions for the development, construction and operation of a 300-acre facility for the management and reproduction of AZA elephants.

AZA Puerto Rican Crested Toad SSP

Support of the reintroduction, conservation, education and research programs for the Puerto Rican crested toad

Lion Tamarins of Brazil Fund

Support of the conservation, education and release research projects for lion tamarins in situ.

Friends of Laguna Atascosa Refuge

In situ ocelot conservation and education contribution.

Cars for Conservation Fund

A new method to secure funding for conservation projects was implemented in 2006. The "Cars for Conservation" program receives \$0.25 from each (car) parking fee collected. The funds generated are distributed to national and international conservation programs. A total of \$10,105.39 was distributed in 2010. Projects below receiving Cars for Conservation funding are notated CFC. Additional information about the Buffalo Zoo's involvement in conservation programs, including captive animal management, can be found in the Buffalo Zoo's Research and Conservation Committee's 2010 Annual Report, which is available at www.buffalozoo.org.

AZA Conservation Endowment Fund

Regular donations are made to the Conservation fund through proceeds from on site "wishing wells" and through the Research/Conservation Fund. Informational graphics about the Conservation Endowment Fund are provided at the site of the donation. CFC

International Rhino Keepers Association

Financial support provided for in situ rhino conservation programs

Addax SSP, Antelope TAG, AZA

Funding provided to aid in the re-introductory program for addax antelope through the Sahara Conservation Fund. CFC

International Elephant Foundation

Financial support of in situ conservation projects.

Pan African Sanctuary Alliances (PASA)

Financial support of in situ sanctuary activities focusing on primate conservation and education.

AZA Ape TAG

A three-year commitment to provide funding for research projects involving great apes.

International Snow Leopard Trust

Financial support of Natural Partnerships Program. CFC

International Rhino Foundation

Financial support provided for North American Save the Rhino Campaign, which helps to conserve rhinos in the wild. CFC

Turtle Survival Alliance

Contributions for turtle in situ conservation and education in Asia and South America.

Bear Conservation Fund, International Association for Bear Research and Management

Contributions for the research and conservation of in situ bear populations. CFC

Education

The education department remained busy, developing new programs and conservation initiatives.

In May and June, the department pilot-tested the 5th grade Ecosystem Architects Program for Buffalo Public School students and held the program in the former Science Magnet School. The students learned an incredible amount of information and skills centered on biomes, ecosystems, scientific measurements and exhibit design. At year's end, the Buffalo Board of Education voted to extend the 5th grade residency into 2011 for the spring semester.

The education department also developed a new program for the home school market to be offered monthly to homeschoolers, ages 5-7 (grades K-2). A sample program was pilot-tested last spring with great success.

The summer schedule was full with shows, keeper talks and animal encounters, including new training demonstrations at the Delta Sonic Heritage Farm and a new bird show at the W.I.L.D. Place. The sea lion staff created a paid photo opportunity, in addition to their seasonal show

schedule. Additionally, the giraffe team developed a small group program featuring a private keeper talk and the chance to feed the giraffes part of their normal diet.

The Buffalo Zoo also received an Association of Zoos and Aquariums (AZA) Conservation Endowment Fund (CEF) grant to study the occurrence of chytrid fungus in local amphibian populations using recruited citizen scientists. The participants received three days of training so they could identify and capture local amphibians and properly test them for chytrid fungus. Positive test results were found in American toads, chorus frogs, northern leopard frogs, eastern newts, red-backed salamanders and spring peepers. Overall, three of the four study sites were found to have chytrid fungus present. These results will be used to leverage further funding for more widespread testing in New York.

On October 1, the Zoo's lead reptile and amphibian keeper, Penny Danielewicz, and Curator of Education, Tiffany Vanderwerf, presented their findings at the annual conference for the North American Association for

Environmental Education (NAAEE). AZA's CEF Scientific Advisory Committee approved our request to retain the remaining funds from the CEF grant to run a second pilot test in 2011.

In early October, Ms. Vanderwerf also attended the "Communicator's Camp" offered by Polar Bears International (PBI). She spent one week in Churchill, Manitoba, Canada, observing the tundra ecosystem, learning more about climate change and issues facing polar bears. The camp participants pledged to reduce carbon emissions by 25,000 metric tons per year. Each camp member must work with their home community to do their part. An action plan for the Buffalo Zoo was formulated to accomplish our piece of the 25,000 metric ton goal each year.

The Buffalo Zoo's programs are even more successful thanks to the support of the Zoo's volunteers. In 2010, the Zoo's 706 volunteers, including the 122 docents, dedicated a total of 32,491 hours to support the Buffalo Zoo and conservation education.

Curator of Education, Tiffany Vanderwerf, stands next to a black spruce (one of the most abundant trees in the tundra) and tamarack. The harsh climate and ground only allow trees to grow a little each year, and they all work hard to just barely cling to life.

New training demonstration at the Delta Sonic Heritage Farm



Studying the occurrence of chytrid fungus in local amphibian populations



Development and Marketing

Events and Programs

Valentine's Day Adopt an Animal Program

The Valentine's Day Adopt an Animal program enjoyed great success as more than \$14,000 was raised through the initiative. Partnering again with Fowler's Chocolates, the Buffalo Zoo offered \$10 valentines, which included an animal adoption certificate, 4 oz. chocolate heart and two guest passes to the Zoo (a \$20 value).

Polar Bites

Polar Bites was a huge hit again this year! More than 1,100 attendees arrived at the Buffalo Niagara Convention Center on February 18 to enjoy food, wine, beer and specialty services from more than 45 vendors. The event was hosted by the ProZoo Board and raised more than \$35,000 for the Zoo. Accessium Consulting, M&T Bank, 97 Rock, Classic Hits 104.1, 103.3 The Edge, MyTV, Fox 29 and Buffalo Spree sponsored this fundraiser.

Catillion

Catillion, the Zoo's annual black-tie gala, was held on June 11. Tables were sold out, and the auctions did quite well, netting more than \$116,000 for the Zoological Society of Buffalo Foundation. This "Zebra Ball" celebration featured a delicious dinner catered by Rich's Renaissance, dancing and live and silent auctions. Chairman of the Buffalo Zoo's Board of Directors, Hal D. Payne, and Buffalo Zoo President and CEO, Dr. Donna M. Fernandes, presented The Friend of Wildlife Award to long-time Zoo board member, Mark J. Czarnecki, for his service.

Wines in the Wild

This annual summer fundraiser, hosted by the ProZoo Board, continues to grow each year. Wines in the Wild sold out in advance and welcomed more than 2,000 guests to the Zoo on July 28. In addition to sampling food, beer, wine and specialty services from 49 of the area's finest establishments, guests also enjoyed a basket auction, silent auction and animal visits. More than \$90,000 was raised for the Zoo's Adopt an Animal program, which helps feed the Zoo's 1,200 animal residents. Sponsors included City Mattress and Bank of America, as well as media sponsors, 97 Rock, Classic Hits 104.1, 103.3 The Edge, Fox 29, My TV and Buffalo Spree Magazine.

Buy the Animals Lunch Campaign

For the second year, the Buy the Animals Lunch Campaign was implemented to raise money for the Adopt an Animal program. From July 26 through Labor Day, the Buy the Animals Lunch campaign gave visitors the option of adding \$1 donation to their bill at the Beastro, Zootique or membership office. They were then able to put their name on a heart cut-out to be displayed at the Zoo. Approximately \$1,300 was raised through this initiative, a slight increase over last year.

Tops Shop For The Animals

The Tops Shop For the Animals promotion took place on Saturday, August 21 at four area Tops Friendly Markets locations. Shoppers purchased and donated items from the Zoo's wish list for animal enrichment. Docents were on hand to showcase some of the education department's animal residents. This event secured thousands of dollars worth of enrichment items for our animals. Special thanks to Tops Friendly Markets for their ongoing support!

Jungle Cruise

Hosted by the Women's Board, the third annual Jungle Cruise on the Miss Buffalo II took place on September 19. This fundraiser drew 170 guests, who enjoyed the three-hour twilight cruise, as well as snacks, beer, wine, soda and entertainment.

Women's Board Holiday Luncheon

The annual Women's Board Holiday Luncheon was held on December 9 at the Westwood Country Club. Festivities included a basket auction and delicious lunch. This event is the Women's Board biggest fundraiser, and this year, approximately \$6,600 was raised for the Zoo's Adopt an Animal program!

Holiday Adoption Package

For the second year, a holiday adoption package was offered to benefit the Adopt an Animal program. For \$25, the package included a collectible, limited series snow leopard ornament (in celebration of the Zoo's snow leopard cubs born in June), a special holiday adoption certificate and two guest passes to visit the Zoo. The promotion was very successful.

Polar Bites 2010 drew more than 1,100 attendees and featured 45 vendors.



Wines in the Wild sold out in advance and welcomed more than 2,000 guests to the Zoo.



Long-time Zoo board member, Mark J. Czarnecki, is presented The Friend of Wildlife Award at Catillion 2010.



The Tops Shop for the Animals promotion secured thousands of dollars worth of enrichment items for our animals.

Selected Special Events

Warm Up With the Cold-Blooded

On January 15, visitors enjoyed learning more about Zoo's residents in the Reptile House! Highlights of Warm Up For the Cold-Blooded included keeper talks, snake feedings and interactive enrichment activities. The event was free with Zoo admission and took place from 11:00 a.m. until 3:00 p.m. This year's event was one of the best attended and garnered news coverage in The Buffalo News and on WGRZ-TV.

Jungle Love

On February 12, Dr. Donna M. Fernandes, Buffalo Zoo President/CEO, presented a session on Promiscuity and Infidelity in the Animal Kingdom. Held every year, this fun seminar also alternates with two other topics. Tickets were \$15 for non-members and \$12 for members. Wine and cheese were also provided.

Family Valentine's Day

On February 14, visitors of all ages attended Family Valentine's Day at the Buffalo Zoo. Attendees enjoyed animal demonstrations and enrichment activities. They were also given the opportunity to make Valentine's Day cards for family members, friends or even one's favorite animal at the Zoo! More than 150 visitors braved the chilly weather to attend this year's event.

Cool Cats Weekend

The ever-popular Cool Cats Weekend event took place on March 6 and 7. Visitors enjoyed making crafts and watching the Zoo's servals, lions, tigers and snow leopards receive enrichment. The event ran from 11:00 a.m. until 3:00 p.m. and was free with Zoo admission.

Ape-ri! Weekend

The Zoo's western lowland gorilla troop was celebrated during the Ape-ri! Weekend event, which was held on April 10 and 11. The day's activities included keeper talks, enrichment, raffles and crafts. Visitors who donated an old cell phone received \$1 discount off regular Zoo admission. The promotion helped to support the Eco-Cell program, which collects cell phones to recycle or refurbish. Coltan, a mineral contained in cell phones, is mined illegally in some areas in the Congo, a gorilla habitat. By recycling cell phones, the demand for coltan mining decreases.

Bear Awareness

To continue the Buffalo Zoo's efforts at raising public awareness about bears and how their habitats are affected by global climate change, highlights of Bear Awareness included informational tables, crafts, keeper talks and enrichment for the animals. Held on May 1, the event was sponsored by Goya Foods and took place from 11:00 a.m. until 3:00 p.m.

135th Birthday Jamboree

On May 22, the Zoo celebrated its 135th Birthday Party, hosted by the Zoo's Board of Directors. The celebration was also held in conjunction with the public opening of the new Delta Sonic Heritage Farm. The event offered a fun-filled day of activities, live entertainment and great animal experiences. Old-time snacks were available, as well as old-fashioned games and crafts. Jarod Miller, the host of "Animal Exploration With Jarod Miller," also made a special guest appearance.

Elephantastic Weekend

Sponsored by Wegmans, Elephantastic Weekend kicked off the summer season and celebrated the Buffalo Zoo's beloved female Asian elephants—Jothi and Surapa. Activities included Elephant Painting With Surapa, keeper talks and enrichment for the elephants. The event took place on June 5 and 6 from 10:00 a.m. until 4:00 p.m.

Earth Day at the Buffalo Zoo

Presented by the WNY Earth Day Committee, this event was held at the Buffalo Zoo on June 19. Visitors met with 23 environmental groups, businesses and college organizations to explore how to make healthier choices for our environment. Additionally, the Niagara Frontier Reading Council distributed free books to visitors as part of their "Wild About Reading Program" to promote literacy.

Sea Lion Birthday Party

Sponsored by NOCO Energy, this event gave visitors the chance to wish California sea lions, Dallas and Pocus, a very happy birthday. Visitors enjoyed cake provided by Tops Friendly Markets, games and raffles. The event took place on July 10. Both WGRZ-TV and WIVB-TV came out to cover the day's festivities for their evening broadcasts.

Party For the Planet

Presented by Fisher-Price, Party For the Planet gave visitors the chance to explore special stations to learn more about conservation and to take part in games and other fun activities. The youngest visitors also enjoyed special guest appearances by Fisher-Price Little People®, as well as viewing the hottest new toys. Held on August 7, the event took place from 10:00 a.m. until 3:00 p.m. and was free with Zoo admission. More than 4,000 visitors attended the event.

Wild About Wellness

On August 21, visitors had the opportunity to meet with area health and wellness practitioners who specialize in physical training, alternative medicine and the health food industry. Presented by BlueCross BlueShield, this event was free with Zoo admission and welcomed more than 4,000 visitors.

Labor Day

The annual Labor Day at the Zoo end-of-summer celebration was held on September 6 with sponsorship assistance from Goya Foods and 2FindYourHome.com. More than 11,000 visitors joined in the festivities, which included a bounce house, games, animal feedings and discounted food items. Admission was only \$1, with coupons available at local Tops Friendly Markets locations.

Grandparents Day

On September 11, each grandparent received free admission with each paid child's admission in honor of Grandparents Day. Grandparents also received a \$5 discount off any grandparent membership purchased that day. During the event, the staff at the Delta Sonic Heritage Farm hosted activities and games at the Farm. The Buffalo and Erie County Historical Society also came for the day to show period tools, discuss life during the 1800s and facilitate crafts and activities, including candle-making.

Howl-O-Ween Hayrides

The Buffalo Zoo's 14th annual Howl-O-Ween Hayrides, presented by Tops Friendly Markets and Fisher-Price, were held on October 16, 17, 23 and 24. Highlights of the event included treat stations, hayrides, games, apple cider and donuts. Children wore their favorite Halloween attire and participated in a costume parade, led by 97 Rock personalities.

Enrichment Day

Held on November 27, Enrichment Day gave visitors the opportunity to bring a food item to donate to the Food Bank of WNY and receive a \$1 discount on Zoo admission. Special enrichment activities for the Zoo animals also took place throughout the day.

Breakfast With Santa

The annual Breakfast With Santa event was held on December 11, 12, 18 and 19. Tickets included a buffet breakfast provided by CJ's Catering, prizes for the children, admission to the Zoo and a chance to visit with Santa. The event had a banner year with every seating selling out for both weekends.

Elephantastic Weekend celebrated the Buffalo Zoo's beloved female Asian elephants.



Fisher-Price sponsored the Zoo's Party for the Planet.



NOCO Energy sponsored our Sea Lion Birthday Party.

Our tigers received enrichment during Cool Cats Weekend.

Friends of the Zoo 2010

The Board and Staff of The Zoological Society of Buffalo, Inc. would like to thank all of the individuals and organizations listed below. All leadership gifts made during the 2010 calendar year are acknowledged here. Every effort has been made to ensure accuracy. If you notice any mistakes or omissions, please notify the Development Office at the Buffalo Zoo. We are grateful to all of our donors for their continuing support and generosity.

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Those listed below have provided the Buffalo Zoo with goods or services valued at more than \$100 during 2010. Nearly \$25,000 in goods or services was donated to the Zoo this year. We are grateful for this support and are pleased to acknowledge these contributions to the Buffalo Zoo.

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Guest Relations Manager
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Administrative Assistant/ Switchboard Operator
Alicyn Ringler,
Administrative Assistant/ Switchboard Operator
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Monica Maddox,
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Salvatore Sergi,
Cook
Hank Clark,
Cook

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Dwight Edwards	James Meyer
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Desaray Ford	Mawell Miller
Tarah Foresta	Shabar Rouse
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Anita Clark,
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Art Director
Michael Powers,
Marketing Manager
Jennifer Fields,
Public Relations Coordinator
Kathryn Jordan,
Events Coordinator

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Alicia Quebral
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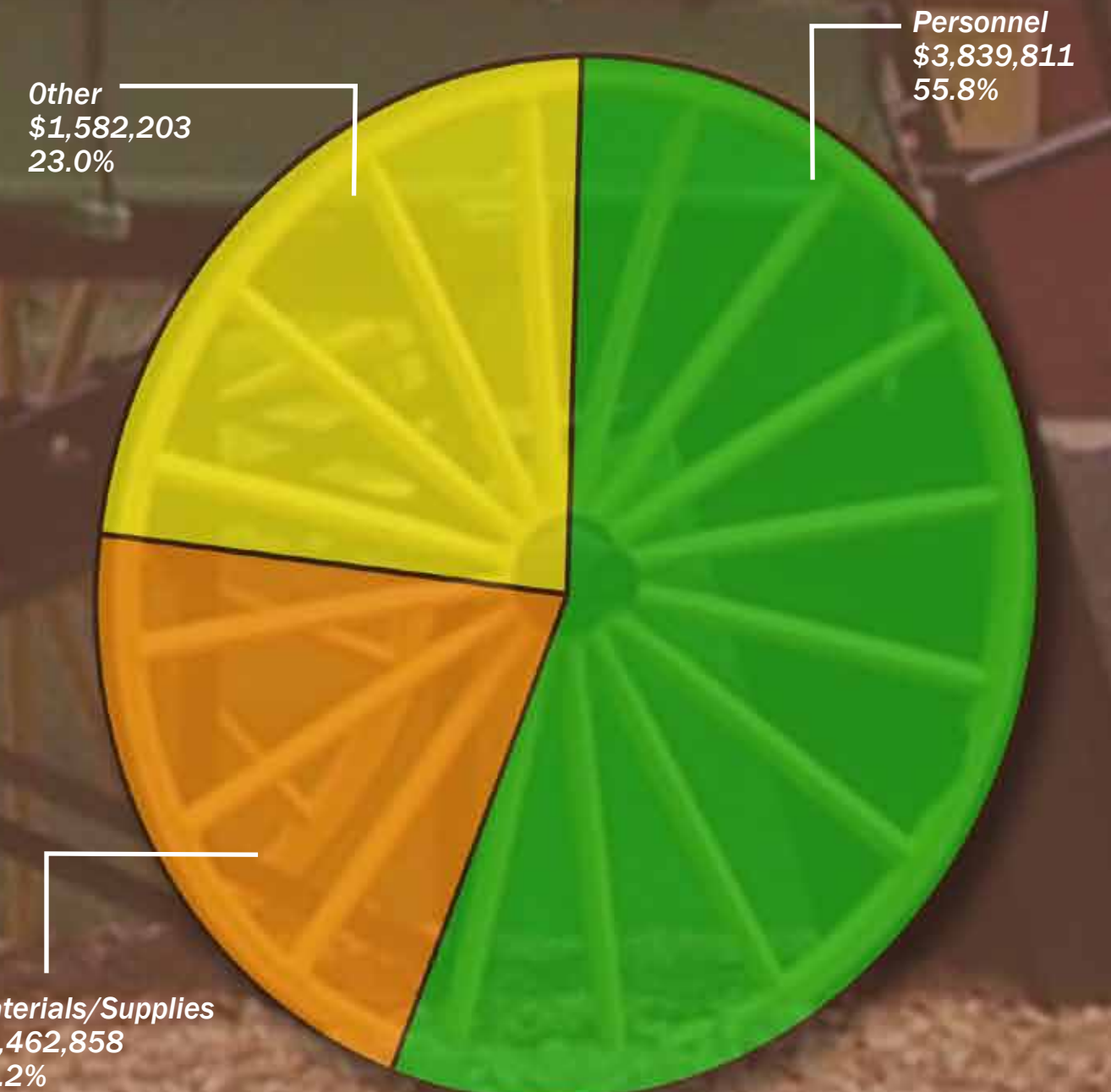
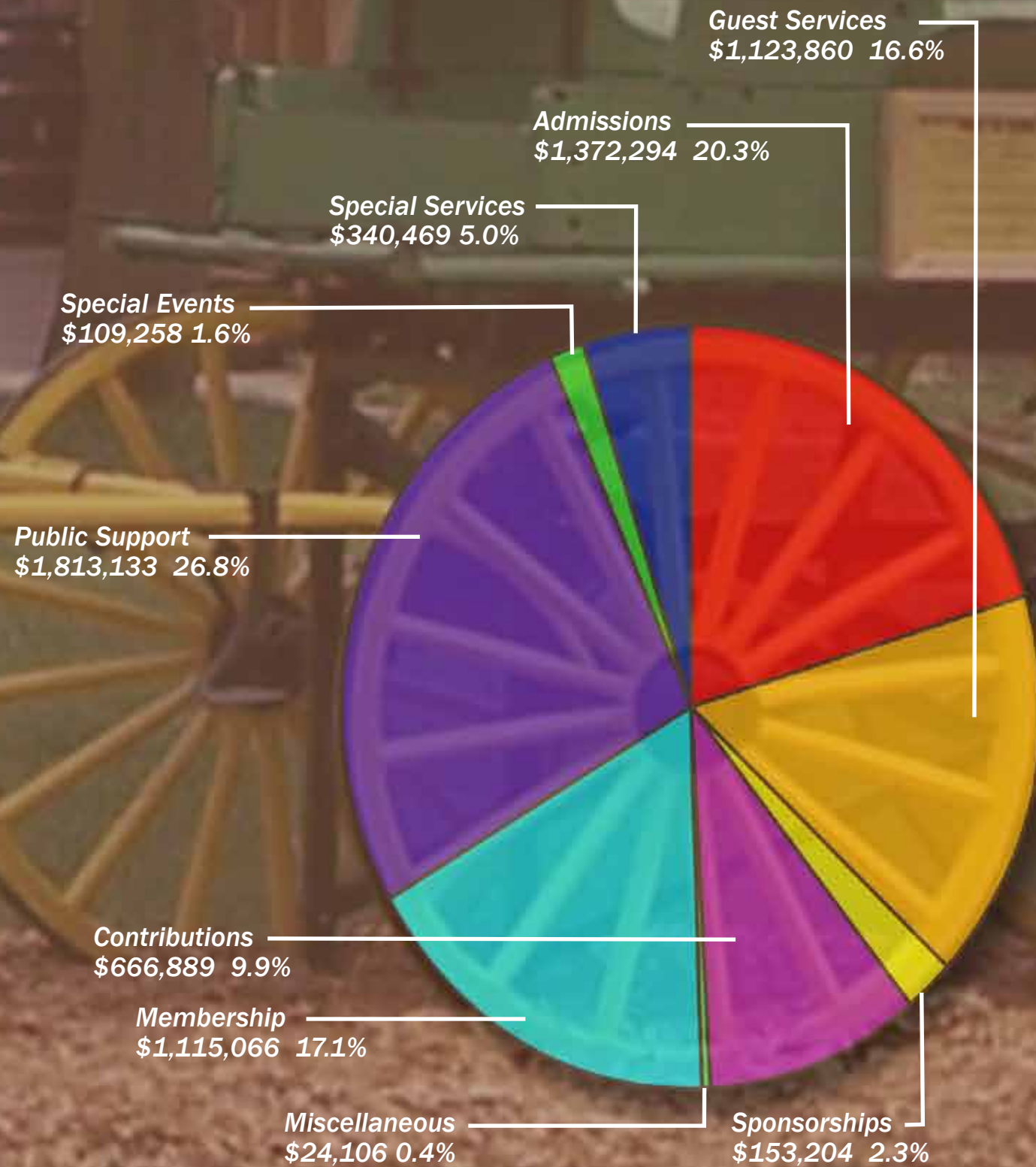
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Ronald Zunner,
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2010 Operating Statement

Revenues Total \$6,758,279

Expenses Total \$6,884,871



(Net Deficit \$126,592)