

The Zoological Society of Buffalo, Inc.  
300 Parkside Avenue  
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(716) 837-3900

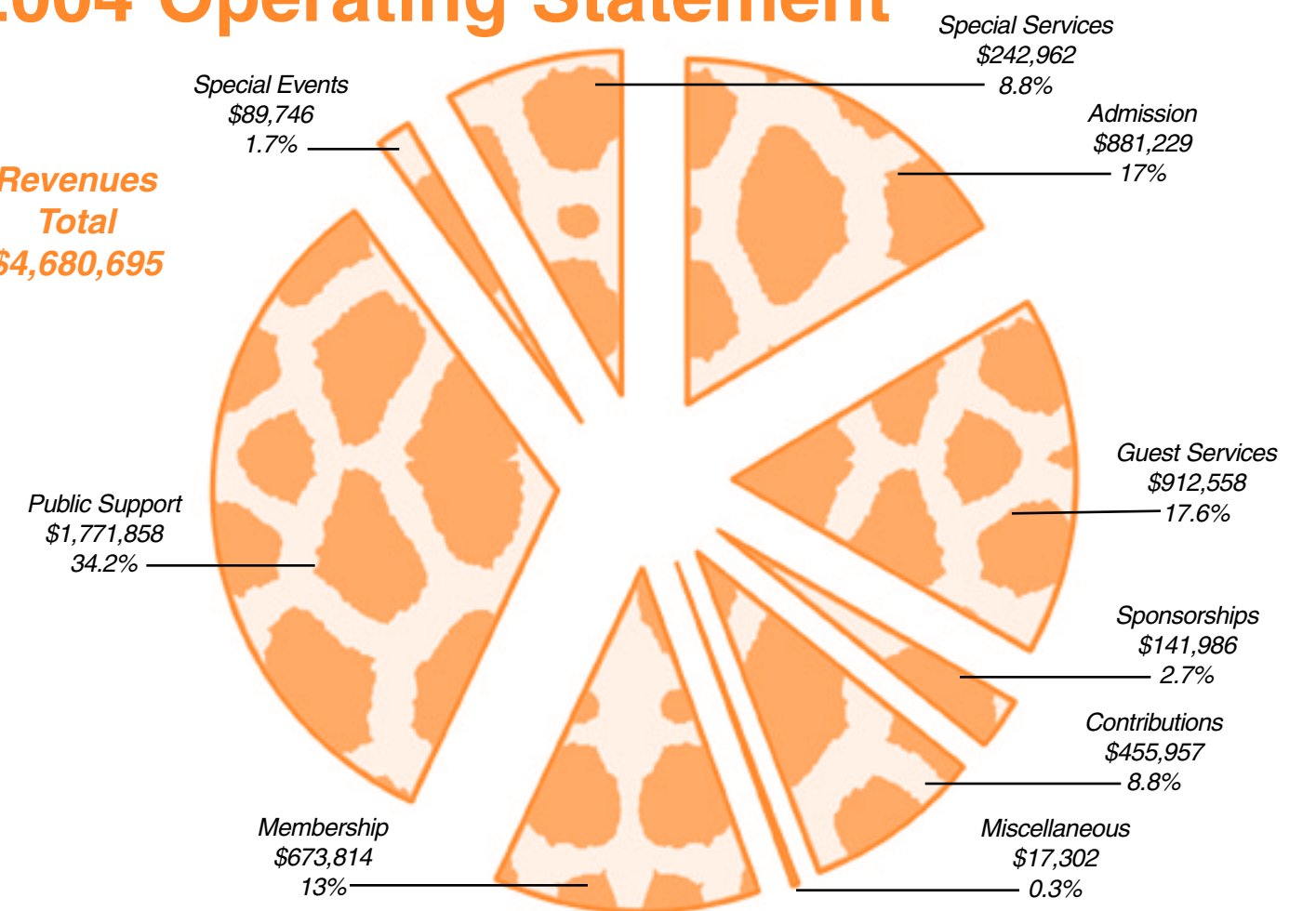
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# 2004 Operating Statement

**Revenues**  
**Total**  
**\$4,680,695**



**Expenses**  
**Total**  
**\$5,141,445**

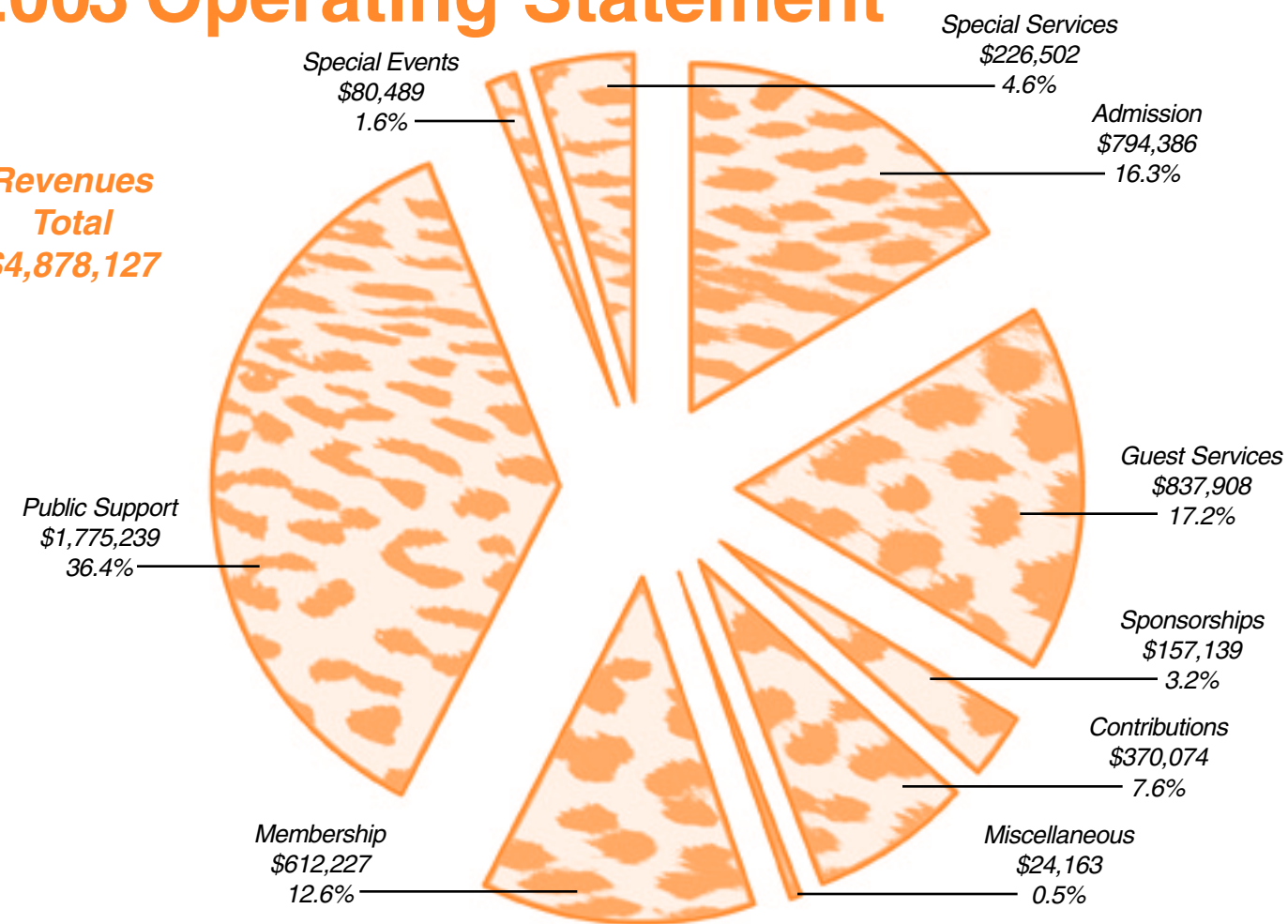


**Net Surplus**  
**\$45,957**



# 2003 Operating Statement

Revenues  
Total  
\$4,878,127



Expenses  
Total  
\$4,881,633



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# 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

2004	363, 182
2003	347, 083
2002	329,819
2001	383,710
2000	344,872



# Staff

## Administration

Donna M. Fernandes,  
*President/CEO*  
Rachel Syracuse,  
*Executive Assistant*

## Animal Collection

Gerald Aquilina,  
*General Curator*  
Kevin Murphy,  
*Animal Curator*  
Jean Miller,  
*Registrar*

### Team Coordinators:

David Brigham, II  
Daryl Hoffman

### Keepers:

Christopher Amacher  
Kelly Amrhein

Marc Ankerud

Mark Bender  
Celeste Czarniak

Penny Danielewicz  
Jamie Folster  
Jill Forsbacka

Ronald Geiger  
Cynthia Griffin  
David Gritzmacher  
Andrew Harrison

Vicki Hodge  
Lynn Hogle

Andrea Jarzab  
John Kast  
Christina Kieber  
Melissa King  
Rodney Malchow

Catherine Meyer  
Mark Miller  
Josephine Noonan  
Larry Radford  
Tammy Sugrue  
Lori Vanderwalker

Kristine Wakeley

Roger Williams

Lee Wroblewski

## Veterinary Staff

Frank Ridgley, DVM  
*Veterinarian*  
Candace Litwin  
*Veterinary Technician*  
Alice Rohauer  
*Veterinary Technician*

## Administration and Finance

Denise JB Maloney,  
*Director of Administration and Finance*  
Carol Yetto,  
*Business Manager*  
Margaret Siresi,  
*Accounting Clerk*  
Michael Smith,  
*Systems Administrator*  
David Dinardo,  
*Guest Relations Manager*  
Bonnie Frantz,  
*Administrative Assistant/Switchboard Operator*  
Alicyn Ringler,  
*Administrative Assistant/Switchboard Operator*  
Cynthia Sargent,  
*Administrative Assistant/Switchboard Operator*

## Guest Relations Associates:

Stephanie Aquilina  
Christopher Bamberg  
Ruth Bosch,  
*Supervisor*  
Carol Caparaco  
Stephanie Curthoys  
Carol Dinardo  
Robert Doyle  
Erin Fitzpatrick  
Kristi Flatau  
Ada Griffs  
Jeffrey Noblett

## Food Service

Laurie Hope,  
*Food Service Manager*  
William Leftwich,  
*Food Service Supervisor*  
Salvatore Sergi,  
*Cook*  
Ameer Brown,  
*Food Service Associate*

## Development and Marketing

Adair M. Saviola,  
*Director of Development and Marketing*  
Denise M. Moll,  
*Manager of Membership & Annual Support*  
Diane Giuliano,  
*Capital Campaign Manager*  
Ronald Reynolds,  
*Administrative Assistant*  
Anita Clark,  
*Office Assistant*  
Jill Schmelzer,  
*Office Support*

Heidi B. Henzler,  
*Manager of Marketing*  
Eric E. Lee,  
*Art Director*  
Emily Dennis,  
*Special Events Coordinator*  
Jody Hillman,  
*Special Events Coordinator*  
Lisa Herman,  
*Public Relations Coordinator*

## Education

Tiffany Vanderwerf,  
*Curator of Education*  
Donna McIntosh,  
*Education Registrar*  
Lisa Potter,  
*Volunteer Coordinator*  
Susan Thaine,  
*Volunteer Coordinator*

### Education Specialists:

Rebecca Balk  
Jennifer Conklin  
Margaret Helmes  
Stephanie Kozacki  
Rebecca Muffoletto  
Maureen Pantera  
Elizabeth Reiller  
Jennifer Wegrzyn

### Education Support Staff:

Michelle Carlson  
Tiana Marshall  
Dawn Vollmer

## Horticulture and Grounds

Steven Mead,  
*Horticulturist*

### Grounds Keepers:

Beau Bishop  
David Goehle  
Justin Kilonsky  
Robert Stotz

## Maintenance

James Keppler,  
*Maintenance Manager*  
Ron Zunner,  
*Chief Engineer*

### Maintenance Associates:

Gerald Beresniewicz  
Terry Brown  
Paul Dolney  
Mark Knight

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Stephen Adamczyk  
Roy Artemyak  
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Steven Moziak



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# From the President

Both 2003 and 2004 proved to be banner years filled with notable successes. The opening of EcoStation was the biggest achievement in 2003. This state-of-the art exhibit, depicting a field station overlooking three different habitats, opened on May 31. EcoStation, sponsored by Tops Markets, brought several new species into our collection, and visitors have praised the unique combination of live animal habitats and fun interactive displays featuring the latest in scientific equipment. We hosted the visiting team from Erie County's Cultural Resources Advisory Board within EcoStation, and they were duly impressed. Over the summer months, students from Canisius College staffed the exhibit by giving presentations about the rainforest habitat and assisting visitors with the exhibit's interactive displays. Zoo Snoozes are now held in EcoStation, and this new venue has led to a sharp increase in bookings.

Smaller upgrades to the Zoo were also made throughout the year. The old ice cream parlor was repainted and converted into a new indoor seating area. The maintenance department worked with John Dunbar on his Eagle Scout project to build handicap ramps for the Elephant House and bison exhibit. The installation of these two ramps has now made the Buffalo Zoo 100 percent handicapped accessible! This was a much needed service, as each year we host Erie County's Disabilities Day, which provides discounted admission to hundreds of visitors with special needs. At the end of the year, the maintenance department repainted the World of Wildlife (WOW) building in preparation for the relocation of the Boehm Gallery.

In 2004, one of the most notable successes was the completion of the \$4 million Challenge Grant, issued by Bob Wilmers for our Bringing New Life to Buffalo campaign. By the challenge's deadline on May 31, we had reached \$4,119,368. Several major foundation gifts put us over the top, including a \$1,000,000 grant from the John R. Oishei Foundation, \$80,000 from the Baird Foundation and \$100,000 from the 21st Century Fund. Station C in East Aurora developed a very moving PowerPoint presentation, which helped us win the highly competitive 21st Century grant. We are very excited about our progress, and we're prepared to work hard to raise the additional \$1.5 million!

We continued to move ahead on the Zoo's master plan with the much-anticipated opening of Otter Creek on October 9. Univera Healthcare agreed to become the title sponsor with

a \$35,000 commitment. The exhibit's beautifully detailed rockwork, duplicating Letchworth State Park, is a wonder to behold. Otters Harry and Hermione love their new home, particularly the freshwater stream and pool.

In 2004, we also converted our World of Wildlife (WOW) building into a new Boehm porcelain gallery and created an exciting new children's space in the Education building. This Living Tree House provides a unique venue for a variety of docent-led activities, including crafts, games, storytelling and live animal demonstrations.

The Zoo welcomed 363,182 visitors in 2004, a 5 percent increase over the previous year. The opening of Otter Creek and several new special events contributed to our success. In February, we introduced Polar Bear Days, offering \$2 admission if the temperature was below 32°F at 7:00 a.m.

There were a number of successes in the animal department, particularly in the area of captive breeding. The birth of our Indian rhino received a great deal of local and national media attention. The hatching of 50 Puerto Rican crested toads was also a highly significant event. The young toadlets were sent, along with those hatched at other zoos, to Puerto Rico for release as directed by the Species Survival Plan. In September, the Buffalo Zoo and other participating institutions received the highly coveted Edward Bean award from the American Zoo and Aquarium Association for this notable achievement in captive breeding.

In our veterinary department, Dr. Frank Ridgley was very successful in acquiring new equipment for the vet hospital in 2003. A donation from the Western New York Veterinary Society resulted in the purchase of a dental x-ray unit, a new tote bag and a stainless steel vacuum. In 2004, Intervol, a charity in Rochester, provided a stationary oto-ophthalmoscope, a programmable syringe pump and a new electrocautery unit. Pentax donated a large new light source and air/water source for a new videoscope system, as well as a new ultrasound machine with Doppler capabilities. Finally, the vet department received a GEM car to get around the Zoo more easily. This was one of two GEM cars that we received in 2004. We also received a new Ford Freestar, valued at \$25,000, for our Zoomobile program from the Ford Dealers of WNY.

Dr. Ridgley also began a browse program in cooperation with the Parks Department and Forest Lawn Cemetery. The arborist at Forest Lawn Cemetery calls us when fresh cuttings of various tree species are available to provide variety to many of our leaf-eating residents. A number of Parkside residents have also been providing fresh bamboo for our red pandas and herbs for enrichment.

Financially, both years proved to be solid. Although our earned revenues were over budget in 2003, we had higher than anticipated utility costs and a lower annual fund. We experienced an operating loss of \$3,505, which really wasn't much of a concern. In 2004, visitor-generated income through Admissions, Food Service and Zootique all exceeded budget. Although our goal was to break even, the equipment and vehicle donations resulted in a surplus on paper of \$46,876. While this isn't a cash surplus, we're still pleased with the results.

The year ended on a down note with the threat of major cuts to our 2005 operating support. However, we are not allowing that to dampen our celebration of a great 2004. The money we continue to raise will allow us to do great things for the Buffalo Zoo, and thanks to the support of members of the community, we will continue to move full-speed ahead!



New Exhibits



EcoStation



Otter Creek



buffalozoo  
BRINGING NEW LIFE TO BUFFALO  
campaign



# Friends of the Zoo

## Bringing New Life to Buffalo The Capital Campaign for The Buffalo Zoo

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Donna M. Gioia

### Campaign Co-chairs

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Thank you to all of the donors who helped the Buffalo Zoo meet the \$4 million challenge grant issued by Mr. Robert G. Wilmers. Those listed below made gifts to the Campaign of at least \$1,000. You have our gratitude.

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Mr. & Mrs. Howard Zemsky

## ECOSTATION

EcoStation, sponsored by Tops Markets, officially opened to the public on May 31, 2003. This exhibit is designed to represent a modern day field station overlooking three habitats: an Australian scrub forest, an American southwest desert and a Central American tropical rainforest. The completion of this project marks the final step in the renovation of the Zoo's main building and continues the important theme of conserving the world's vanishing animals. New species are housed in EcoStation, including the Dama wallaby, five species of parrot, Gambel's quail, chuckwalla, collared lizard, desert tortoise and kangaroo rat. Since EcoStation is set up to depict a researcher's "base camp", visitors can also explore the world of conservation science by trying their hand at searching for signs of wildlife, tracking animals using radio waves, identifying animals through sound recordings and learning more about other modern research techniques.

## OTTER CREEK

Otter Creek, sponsored by Univera Healthcare, opened to rave reviews on October 9, 2004. Located at the foot of the Children's Zoo, this exhibit features naturalistic rockwork, a free-flowing stream with a waterfall and extensive landscaping. Underwater viewing also gives visitors the opportunity to see these skillful swimmers playing in one of their favorite spots—their pool! A variety of interpretive graphics were added to enhance the exhibit by encouraging visitors to learn about the many different animals that share the river otters' habitat, including predators and prey. Hand-painted drawings serve as educational tools designed to teach visitors about the natural history and ecology of river otters. Otter Creek is the third exhibit to open as part of Phase One of the Zoo's Master Plan. Buffalo Zoo President and CEO, Donna M. Fernandes, Ph.D., chose to include this aquatic mammal in the Master Plan not only because of its playful nature, but also because of its particular relevance to Western New York as a conservation success story and its natural tie-in to the Zoo's water theme.





# Animal Collection Inventory



*Lion (acquired 2003)*



*Desert iguana (acquired 2003)*



*Cinereous vulture (hatched 2003)*



*Indian rhino (born 2004)*



*Common zebra (acquired in 2003)*



*River otter (acquired in 2004)*

William & Patricia Townsend  
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Jack Treger  
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Douglas & Patricia Trinder  
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James & Darlene Zuzze

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The Adopt-An-Animal Program helps pay the grocery bill to feed the Zoo's 1000 residents. Those listed below made gifts of \$100 or more in support of the animals in our care. Please accept our thanks.

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## Species of significance born or hatched in 2003

Celebes macaque, Indian crested porcupine, prehensile-tailed porcupine, rock cavy, Brazilian agouti, llama, axis deer, reindeer, markhor, domestic sheep, mouflon, bighorn sheep, tufted duck, cinereous vulture, spotted turtle, whiptail lizard

## Species of significance born or hatched in 2004

Dama wallaby, ring-tailed lemur, snow leopard, Indian rhino, axis deer, reindeer, mouflon, bighorn sheep, roan antelope, gemsbok, cinereous vulture, peafowl, rainbow lory, Indochinese box turtle, yellow-throated day gecko, prehensile-tailed skink, Eastern indigo snake

## Species or specimens of significance acquired in 2003

Dama wallaby, ring-tailed lemur, kangaroo rat, lion, (common) zebra, Gambel’s quail, five species of parrot (Cloncurry, Bourke’s, Rosella, princess, red-rumped), Parsons chameleon, desert iguana, chuckwalla, Panamanian golden frog, Kihansi spray toad, Puerto Rican crested toad

## Species or specimens of significance acquired in 2004

Polar bear, river otter, meerkat, Amur tiger, black-necked swan, four new breeds of chicken (Black Jersey Giant, Houdan, Columbian, Wyandotte and Silver Laced Wyandotte), lory, (blue-streaked, dusky, green-naped, Edward's, Forsten’s, ornate), giant South American river turtle, American alligator, Asian water dragon, yellow-throated day gecko, five-lined skink, Anderson’s alligator newt, serpa tetra, Mexican flame knee tarantula, red knee tarantula

	2003 Species / Specimens	2004
Mammals	65 / 238	63 / 218
Birds	63 / 258	62 / 265
Reptiles	44 / 211	44 / 193
Amphibians	14 / 115	44 / 103
Fish	6 / 187	6 / 133
Invertebrates	2 / 128	3 / 103
TOTALS	194 / 1137	192 / 1015



# Research and Conservation

## “Analysis of Visual Signals in Mandrillus sphinx”

Mark Laidre and Jessica Yorzinski, Cornell University

This study was conducted to gain a better understanding of the intricacies of mandrill visual communication through observation and the application of statistical analysis. The study was completed in the summer of 2003.



## “Basking Behavior of Whiptail Lizards in Relation to Differing Light Sources”

Paul Zawadzki, SUNY College at Buffalo

The goal of this project was to explore the nature of the whiptail lizard basking behavior in relation to varying light sources. The study was initiated in 2002 and was completed in 2003.

## “Comparison of Breeding Seasons among Japanese Macaques (Macaca fuscata) found in North American Zoos”

Jessica Dorr, Michigan State University and AZA Macaque SSP

Behavioral and physical observational data collected for a national study was studied to determine the breeding season of the captive Japanese macaque population.



## “Comparative Assessment of Handedness for a Coordinated Bimanual Task in Gorillas”

Lisa Brooks, Ph.D. SUNY College at Buffalo as collaborator for William D. Hopkins, Ph.D., Yerkes National Primate Research Center Division of Psychobiology

The handedness of gorillas was evaluated to provide empirical

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## “Play Behavior and Play Signals of Captive Juvenile DeBrazza’s Monkeys”

Akie Yanagi, SUNY at Buffalo

Play signals and play behavior of De Brazza’s monkey juveniles in a family group were examined and documented. The study initiated in 2003 and concluded in 2004.



## “Electrocardiography in Elephants”

Susan Bartlett and Noha Abou-Madi, DVM, MS Cornell University

This study will assess the most effective and accurate techniques to perform electrocardiography on elephants. Normal ranges for P-QRS-T complexes and the effects of body weight, sex, age and species will be established.



## “An Evaluation of Grip Morphology for a Foraging Task in Gorillas”

Lisa Brooks, Ph.D. SUNY College at Buffalo as collaborator for William D. Hopkins, Ph.D., Yerkes National Primate Research Center Division of Psychobiology

The goal of the project is to evaluate the different ways gorillas grip and manipulate food to provide empirical evidence in a



## “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. Data collected will be applied to extinct



## “Scent Discrimination in Lions and Tigers and Its Implication in Kin Recognition”

Kelly Caffery, SUNY College at Buffalo Department of Psychology

Urine will be used to determine if the cats can discriminate the





# Education



Cub Club activities in EcoStation



NOCO Summer Camp participants wait to help Rich, a western lowland gorilla, celebrate his birthday.

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The Education Department remains committed to developing new initiatives. In 2003, the education staff developed several new shows for the W.I.L.D. Place, including "Birds of a Feather", "Animal History" and "Mother Zoo's Nursery Rhymes".

The Cub Club preschool program was filled to capacity with participants. Cub Club was scheduled to take place on Wednesdays during the school year, teaching parents and toddlers about different animal and nature-related topics. The response to the program was so overwhelming that the department had to offer a second class on Thursdays!

Nature Camp also proved to be successful in 2003. Summer camp welcomed a new sponsor, NOCO Energy Corporation, who distributed several thousand camp brochures through their network of Express Shops. Spring camp was full with participants, and winter camp was revised based on feedback from camp parents. Patrons can now register for either half-day or full-day sessions, a structure which worked better for campers, parents and staff.

That same year, the education department collaborated with the University at Buffalo's Center for

Applied Technologies in Education to allow school-aged children to have easier access to our animal fact sheets. Many of the fact sheets currently used to teach docents about the animal collection will be housed on the NYLearns website, which offers resources to students, teachers and school administrators to enhance learning.

The Zoo also teamed up with the onsite Charles Drew Science Magnet School to develop a mentorship program called Students and Mentors (SAM). The program paired motivated students, with an 85 average or higher, with adult mentors, primarily Zoo staff and docents. Mentors and students met once a week, culminating with each student conducting an independent science fair project.

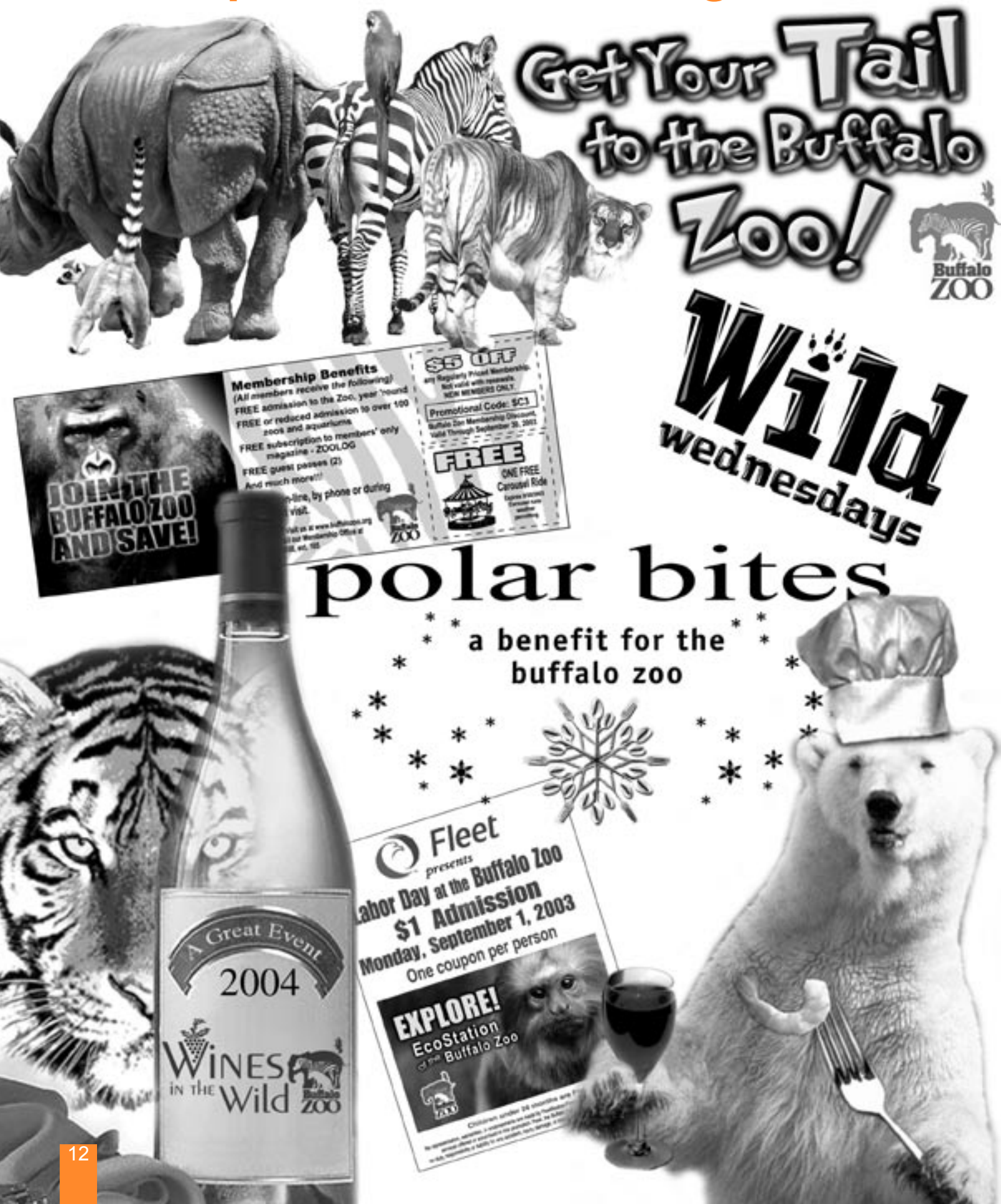
In 2004, the Education Department continued to expand its program offerings and generated more than \$222,000 in income. The Cub Club was once again popular, with class sizes doubling from 2003. A fall lecture series was also introduced, entitled "Lions, Tigers and Bears", which brought in wildlife experts from the Chicago Field Museum, Wildlife Conservation Society in New York and Oregon Zoo to talk about these species.

The Zoo's Science Magnet School liaison, Meg Helmes, presented a poster at the national American Zoo and Aquarium Association (AZA) conference on the mentorship program with the Charles Drew Science Magnet School. This highly successful program was instrumental in the Zoo receiving a National Leadership Grant for \$178,289 from the Institute of Museum and Library Services to begin "Mentoring Young Scientists," an after-school science program for disadvantaged seventh grade Buffalo Public Schools students.





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Drs. Gil & Julie Farkash  
Mr. & Mrs. Donald Ferguson  
Ms. Marion Flemming Pomorey  
Dr. Margaret Frainier  
Mr. Ramon Garcia  
General Dynamics  
Mr. & Mrs. Gerald C. Gentner  
Ms. Anna Gioia  
Ms. Diane Giuliano  
Dr. Samuel Goodloe, Jr.  
Mr. & Mrs. Braden H. Gothard  
Mr. & Mrs. Eugene Gramza  
Mr. & Mrs. John Greenberger  
Mr. & Mrs. Frank Harding  
Mr. & Mrs. Robert Harris  
Mr. & Mrs. William L. Haws  
Mr. & Mrs. Richard Heffern  
Mr. & Mrs. Donald Hess  
Household Bank  
Mr. & Mrs. David Howard  
Mr. & Mrs. Robert J.A. Irwin, Jr.  
Mr. Richard Kaiser  
Ms. Mary Jane Kelley  
Ms. Rhoda E. Kittelsen  
Ms. Valerie Koch  
Mr. & Mrs. John R. Koelmel  
Mr. Alexander Kucera  
Jeffrey Lackner & Ann Marie Carosel  
Dr. & Mrs. Richard V. Lee

### Polar Bites

This popular winter event, hosted by the Pro Zoo Board, became even bigger over the last two years! Held at Rich Renaissance Atrium, the evening featured tasty food, dessert and beverage samples from area vendors, as well as a basket auction offering a wide variety of terrific prize items. In 2003, the event netted nearly \$20,000 for the Zoo and was attended by 500 guests. The growth continued in 2004, as it netted more than \$20,000 and attracted approximately 600 guests.

### Wines in the Wild

In 2003, this event, hosted by the Pro Zoo Board and Women's Board, nearly doubled in size from the previous year! More than 1,100 people enjoyed a summer evening sampling various food, beer and wine selections, and in 2004, attendance increased to 1,400 people. Event highlights included a basket auction, live music and visits from animal ambassadors. Wines in the Wild netted \$31,000 in 2003 and \$40,000 in 2004. Proceeds benefited the Adopt an Animal program.

### Get Your Tail To The Buffalo Zoo

Our eye-catching "Get Your Tail to the Buffalo Zoo" billboard and print campaign received critical acclaim in 2004, including a creative award from the Buffalo News.

### Super Coups

In 2004, this membership promotion was highly effective at getting our message into more than 300,000 Western New York homes, and it resulted in hundreds of new memberships.

### Labor Day at the Zoo

Thanks to Fleet Bank in 2003 and the NFTA in 2004, thousands of people enjoyed a fun-filled Labor Day at the Buffalo Zoo. Admission was only \$1, with coupons available at local TOPS Markets locations. The events featured discounted concessions items, a bounce house, animal feedings and games.

### Wild Wednesdays

These weekly WKBW-TV Channel 7 segments continued to bring more media attention to the Zoo. Each show highlighted different animals and upcoming events and attractions.



# Selected Special Events



**Jungle Love**

**FATHER'S DAY**



**WEARING O' THE GREEN**



**Earth Day Expo**



**Wild Ice!**

## Wild Ice

This new winter event, held in January, gave visitors the opportunity to build their own enrichment "snow critters" in the hyena and elephant exhibits. After they watched the animals enjoy their special treats, visitors were also able to observe ice sculptors recreating some of their favorite Zoo animals.

## Jungle Love

On Valentine's Day 2003, Buffalo Zoo President and CEO, Dr. Donna M. Fernandes, presented the second annual Jungle Love, a seminar that explored infidelity and promiscuity in the animal kingdom. Sponsored by Univera Healthcare, the evening also included a wine, cheese and fruit reception.

## Wearing O' the Green

This year's St. Patrick's Day event featured performances by Irish dancers from Rince Na Tirna, Irish storytelling, reptile keeper talks and a scavenger hunt.

## Animalpalooza

On May 18, 2003, this new event kicked off the summer season while also celebrating Bear Awareness Day and International Migratory Bird Day (IMBD). In addition to face painting, storytelling and crafts, the Beastro concession stand also sold bird and bear-themed food.

## Father's Day at the Zoo

In June 2004, Father's Day took on a new sports theme, highlighted by a variety of fun activities for the whole family. Sponsored by 97 Rock, the event featured visits from former Buffalo Bills players, current Jills cheerleaders and local mascots. A Chiavetta's chicken lunch was available for an additional fee.

## Report Card Weekend

In July, students celebrated their achievements by bringing in their latest report cards to receive free Zoo admission with a paid adult. No specific grades or averages were required, and the promotion was valid for students ages 14 and younger. Fox 29 and the Buffalo Bisons partnered with the Zoo to make this promotion a success.

## Earth Day Expo

In August 2004, the Western New York Steering Committee presented "Make Every Day Earth Day" at the Buffalo Zoo. This event was designed to inform and inspire the community to protect the environment. The day featured children's activities, earth-friendly demonstrations, music, displays from various community organizations and a scavenger hunt.