



A publication of the Seneca Park Zoo Society

ZOO NOOZ

A Spotlight on Global Field Conservation

March 2018

Join us in celebrating the
orangutans as we prepare for
their departure this spring.

Seneca Park Zoo inspires our community to **connect**, **care** for, and **conserve** wild life and wild places.

Seneca Park Zoo Society
Board of Trustees

Gavin Brownlie, Chair
Peter Lutz, Vice Chair
Chris Stern, Secretary
Keith Wilson, Treasurer

Leonard Bayer	David Riedman
Stephen Brown	Lawrence Sorel*
Trisha Butera	Gary Squires
Linda Buttrill	Lawrence Staub, Jr.*
Tim DeGrave	Matthew Terp*
Maureen Dobies	James Winebrake
Suresh Goel	Debby Wilson
Mary Ellen Brothers	Ben Wood
Guon	
Suzanne Hunt	* Ex Officio
Barbara Kelley	
Eileen Kreutter*	
James McElheny, Esq.	
Michael Morse	

Seneca Park Zoo Society
Trustees Emeritus

Ruth Baltzer	William Strassburg
Ralph Code III, Esq.	Robert Stiles
John Nuccitelli	

Zoo Society
Leadership Team

Pamela Reed Sanchez	Sharon Peterson
Sarah Hanson	Tom Snyder
Chuck Levengood	Kelly Ulrich

County Zoo
Leadership Team

Monroe County Executive	Kristen Miles-Pavia
Cheryl Dinolfo	Lawrence Staub, Jr.
Dr. Louis DiVincenti	David Rinaldo
David Hamilton	Lawrence Sorel
Richard Mikiciuk	Gail Tabone

On the cover

Denda, Kumang and Bella will be heading to new homes this spring in preparation for the demolition of the Main Zoo Building. Visit them in March or April!



Wayne Smith

On My Mind: Conservation Impact

Pamela Reed Sanchez | President and CEO | Seneca Park Zoo Society

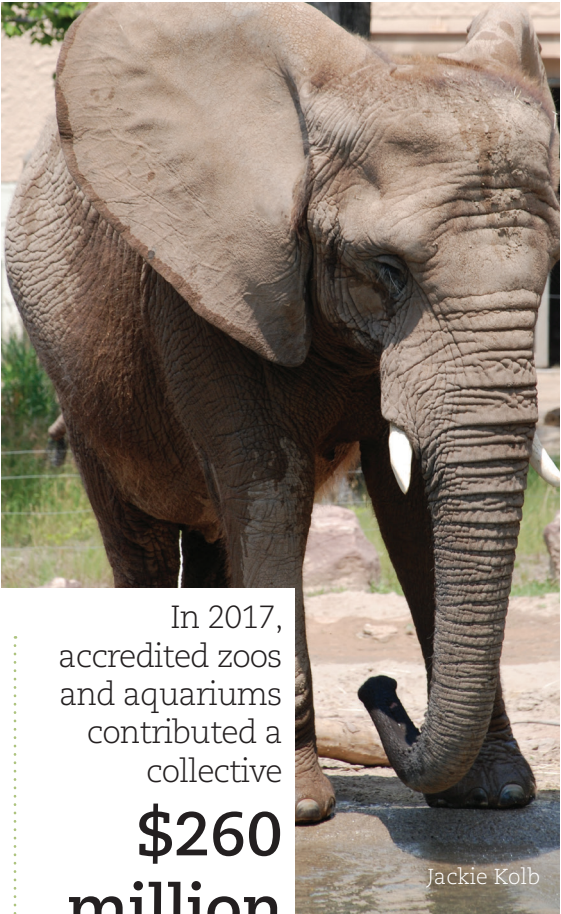


This issue of ZooNooz is devoted to the role zoos play – and the role Seneca Park Zoo plays – in supporting field conservation globally. I consider this issue our annual conservation report to you, sharing the accomplishments of past grant recipients and outlining how and what we will support moving forward.

But let’s start with this stunning fact: in 2017, accredited zoos and aquariums contributed a collective \$260 million to conservation organizations. Over the past five years, funding for conservation organizations from accredited zoos and aquariums totaled one billion dollars. We are, in fact, the third largest investor in conservation causes.

For most zoos and aquariums, the bulk of this funding is raised through special initiatives on site and at events, asking our guests to show their support for conservation by making an additional contribution at the Front Gate, or in the ZooShop, or by attending events that designate a portion of its proceeds to a conservation cause. Through the collective efforts of our guests, docents, donors, and staff, last year, Seneca Park Zoo Society was able to make grants in excess of \$76,000 for 2017.

Our grants are given thoughtfully and in line with our strategic plan, supporting efforts in the field that impact the species our guests encounter at Seneca Park Zoo. Our conservation partners are required to provide us with evidence their work is making a difference for species survival, and they must report to us on how our funds were used to support their work.



In 2017, accredited zoos and aquariums contributed a collective **\$260 million** to conservation organizations.

Jackie Kolb

But if all we did was provide funds to conservation efforts half a world away, we couldn’t truthfully call ourselves a conservation organization. We have a responsibility to create a culture of conservation here at the Zoo and in our community that not only informs people about the alarming decline of populations of animals in natural range, but provides them with an understanding that each one of us can play a meaningful role in reversing this trend, including all of us right here in our region.

Because conservation is about people, and the actions we collectively take to save wildlife and wild places. Conservation isn’t something “other” people do; we can all be conservationists, leading more sustainable lives to ensure a vibrant future for all species, including human beings.

Pamela Reed Sanchez

ZACC Conference inspires conservation efforts at the Zoo

In January, Seneca Park Zoo Society proudly served as a sponsor for the 2018 Zoos and Aquariums Committing to Conservation (ZACC) Conference, hosted by Jacksonville Zoo and Gardens. Zoo docents Lynn Harris and Susan Herzberg, as well as President and CEO Pamela Reed Sanchez and Director of Programming and Conservation Action Tom Snyder attended the event.

ZACC conferences bring together conservation activists, field researchers, and zoo and aquarium professionals from around the world to network, forge relationships, and work together on conservation initiatives.

Initiated by the Columbus Zoo in 1995, ZACC exists outside any formal organization. Its steering committee works tirelessly to organize a biannual conference, and this year's lineup of keynote speakers is a testament to their success. Speakers included Dan Ashe, President and CEO of Association of Zoos and Aquariums (AZA) and Doug Cress, Chief Executive Officer of World Association of Zoos and Aquariums (WAZA).

"Our involvement with ZACC has given us a deeper connection to wildlife. Through our conservation work, we've been making a difference for the counterparts of animals at the Zoo"

.....
Lynn Harris,
Zoo Docent

Reducing illegal wildlife trade, effective partnerships with field conservation, and increasing funding for conservation efforts were key topics at the conference. There

was also a significant focus on how zoos and aquariums can move their guests from awareness to action.

Lynn Harris attended the inaugural conference in 1995, and returned inspired and full of ideas. The following year, Zoo docents formed the Conservation Committee. In 1997, they sent their first donation of \$500 to the Madagascar Fauna and Flora Group (MFG).

"Our involvement with ZACC has given us a deeper connection to wildlife. Through our conservation work, we've been making a difference for the counterparts of animals at the Zoo," said Harris.

Eager to do even more, docents developed Party Mad at the Zoo, modeled after the Columbus Zoo's popular fundraiser, Rwandan Fete. Since 2004, the docent-led event has raised over \$140,000 for Madagascar conservation efforts.

For Zoo docent Carol Merkel, who's also a veteran of the conference, ZACC has been an incredible resource and networking experience.

"Through ZACC, I've made many contacts from around the world that I know I can always go to with questions. It's very inspiring to network with all the different people that attend ZACC," Merkel commented.

Several of the Zoo Society's current grantees were present at this year's conference, including Madagascar Fauna Group, Snow Leopard Trust, and Gunung Palung Orangutan Project. The Zoo Society's partnership with Snow Leopard Trust is truly



Docent Lynn Harris, pictured here at Party Mad at the Zoo, has attended every ZACC conference in its 22 year history.

Marie Kraus

a partnership, and ZACC connected us with the organization's Assistant Director of Conservation, Jennifer Snell Rullman. Jennifer will be visiting the Zoo after the new snow leopard habitat opens later this year to share her knowledge with our guests.

"I'm so proud of what we're doing now. Our Zoo is really focused on conservation and ZACC played a large role in that shift," adds Merkel. "It's vital we continue to support field research work and grow our conservation efforts, both locally and internationally."



Pamela Reed Sanchez and Tom Snyder with Jennifer Snell Rullman, Asst Dir of Conservation, Snow Leopard Trust and Dr. Eric Miller, Chair, MFG (Madagascar Fauna Flora Group). Both are recipients of grants in 2017.

The Evolution of Zoos as Conservation Organizations

An interview with Zoo Director Larry Sorel



Larry Sorel, Zoo Director

Zoo Director Larry Sorel has seen, and created, a lot of change in the zoo world over the past 40 years. When he started as a zoo keeper at the Los Angeles Zoo in 1977, most zoos existed purely for recreation. Today, zoos exist for species survival, and to motivate the public to take action on behalf of endangered animals. Seneca Park Zoo Society Director of Marketing, Sarah Hanson, sat down with Larry to learn about this evolution, and to understand where he thinks zoos are headed in the future.

SH: What prompted the evolution of zoos to be more than recreational facilities?

LS: There was not one “moment” where the change happened. The evolution was gradual. It started with population management systems to protect genetic diversity of endangered species. Then field research started to become more important, and zoos became more science-based. About 10 years ago, a greater focus was placed on conservation action, and engaging the public in taking action themselves to help save species.

SH: What do you mean by population management?

LS: In about 1980, the population of golden lion tamarins was becoming so small, and their habitat had shrunk so much, that it was determined that a cooperative species management plan was needed to manage the genetics to ensure population sustainability. Otherwise there would be inbreeding depression (the decline of a species due to lack of genetic diversity). This was the humble beginning of what now are Species Survival Plans.

SH: How was this idea received back then?

LS: There was a lot of pushback from zoos at the time. Many zoo directors saw it as too “big brother” to have a co-operative population management program. Personally, I thought it was progressive, and it was clear to me that something had to be done to protect these species. Now there are over 500 species with cooperative management plans through SSPs, many of which we participate in at Seneca Park Zoo.

SH: How did the conservation focus get traction from there?

• 4 • LS: As a new generation of zoo directors came up

the ranks, zoos became more science-based. There were great leaders at some of the bigger zoos who started down this path – zoos like The Bronx Zoo, Brookfield in Chicago, St. Louis, and Philadelphia come to mind. But then smaller zoos became more science based, with more focus on field research.

SH: What is some of the science-based field work Seneca Park Zoo has been involved with that you’re particularly proud of?

LS: There are many things I’m proud of. I particularly like the local programs, where an array of staff gets involved. Our program to reintroduce sturgeon to the Genesee River is definitely a point of pride. It’s conservation work right at our doorstep, and it has had tremendous impact. Also, our work with Eastern Massasauga rattlesnakes in Michigan but also here in the Bergen Swamp have been great. It has given staff a great opportunity to grow.



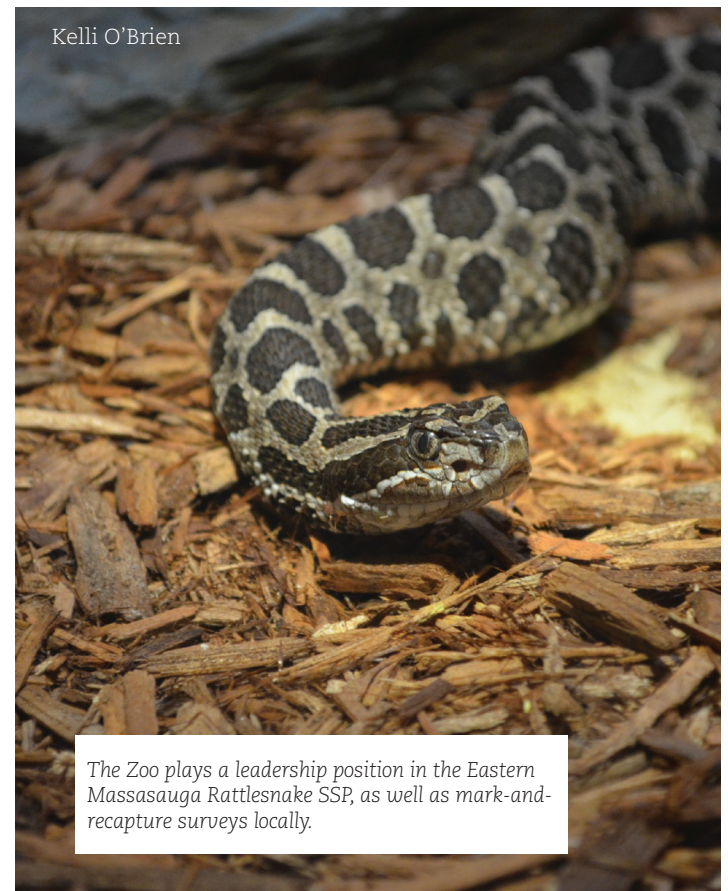
Creating a cooperative species management plan for the shrinking population of golden lion tamarins was the beginning of what now are Species Survival Plans.

Elesa Kim



Since 2003, Seneca Park Zoo has assisted the U.S. Geological Survey (USGS) in a mark-and-recapture study to assess the success of its sturgeon release program.

Dave Zimmerman



Kelli O'Brien

The Zoo plays a leadership position in the Eastern Massasauga Rattlesnake SSP, as well as mark-and-recapture surveys locally.

SH: We also raise a lot of money for global partners. How did that come to be?

LS: About four years ago, just as Pamela Reed Sanchez came on board as the Zoo Society Executive Director, fund raising for on the ground work with partners became a bigger priority. Now so much of the Zoo and Zoo Society's focus is inspiring guests to take action (whether donating or making changes in their lives) to save species.

SH: Where do you see things heading over the next 10-15 years?

LS: The evolution will absolutely continue. We'll continue to learn. We'll get better and better with technology. We'll continue to learn more about the physical and psychological needs of the animals in our care. We'll support more on-the-ground programs. The animal care experience of zoos will help preserve animals in their natural range.

SH: How will the knowledge of zoos help in the natural range?

LS: Zoos have great experience and knowledge about managing animal populations in a confined space. An example is African penguins, whose natural range has been degraded so much, they have a hard time making nests to reproduce. Zoos have overcome this challenge, so we help conservationists in South Africa figure new strategies to provide nest sites.

SH: What does all this mean for Zoo members and guests?

LS: Coming to, or supporting Seneca Park Zoo helps save animals – both the animals in our care, and their counterparts in natural range. It enables us to inspire people to take action on behalf of animals, and to

fund programs like the SSPs and field research with which we are involved. Without guests and members, none of this would be possible.



The Zoo has one of the most productive breeding colonies of African penguins in the world, with 108 chicks born over the past 20 years.

Wayne Smith • 5 •

Conservation Impact: 2017 in review!

The vision of Seneca Park Zoo is to be a national leader in education and conservation action for species survival. And 2017 was a great year for progress towards that vision, with efforts across a wide array of initiatives. Without you, our members and supporters, we could never make this much impact.

Fundraising for conservation partners

Each year, Seneca Park Zoo Society gives grants to carefully-selected conservation partners who provide on the ground resources to help save key species from extinction. These grants are funded by your generosity – through donations at the Front Gate, in the ZooShop, and when you participate in key events and programs like ZooBrew, ZooCamp, birthday parties and Party Mad at the Zoo.

In 2017, we raised and granted more funds than ever before – a total of over \$76,000 towards on-the-ground programs for species survival. Here's an overview of some of the top partners and what the funds went towards.

In 2017, we raised and granted more funds than ever before – a total of **over \$76,000** towards on-the-ground programs for species survival.



Conservation Partner	2017 funding supported:
Polar Bears International	Bolstering PBI's already impressive conservation education programs to support polar bear conservation in the Arctic.
Health in Harmony (in support of Bornean Orangutans)	Developing a healthy, productive community that doesn't depend on deforestation for income. Specifically, the grant supported the ASRI public health center, as well as conservation through herd health, human health, and ecosystem health.
International Elephant Foundation	A dog patrol program, where dogs are trained to search out poachers.
International Rhino Foundation	General funding to alleviate poaching of rhinos.
Snapshot Serengeti (African lions)	The continued use of trail cameras for crowdsourcing biodiversity data to protect African lions.
SANCCOB	Chick bolstering and rearing. Since the project's inception in 2006, SANCCOB has successfully released more than 4000 chicks back into the wild.
Snow Leopard Trust	A camera trap initiative, which helps map ranges and population numbers while mitigating human-animal conflict.
Conservation in Madagascar (granted to a variety of partners)	Conservation efforts for lemurs and radiated tortoises in Madagascar in part by creating income generating opportunities for local communities, so they don't have to rely on deforestation.

Inspiring Conservation Action

Saving animals from extinction sometimes starts with connecting people with nature and making them more aware of the natural world. From there they can start to see the importance of taking personal action to help wild life and

wild places. Your Zoo engaged people all across the community, both on Zoo grounds and beyond. Here are some of the highlights of the accomplishments this year.

Program	Outcome
On-site interpretation (programs engaging guests in conservation)	<ul style="list-style-type: none">• 500 programs delivered in 2017• 40,000 people reached on-site through summer programs• 316 hours of summer programming
Butterfly Beltway	<ul style="list-style-type: none">• 4,000,000 + square feet of habitat created to date (Over 93 acres)• Won the NY State Department of Environmental Conservation Environmental Excellence Award for our partner program with NYS Department of Transportation restoring pollinator habitat along I390 corridor
Community Outreach	<ul style="list-style-type: none">• Over 40,000 individuals impacted by nearly 400 ZooMobile programs delivered• Approximately 1,000,000 viewers of our Homework Hotline TV programs through the year (in conjunction with WXXI, broadcast state-wide)• Cleaned up city parks throughout the year with partners and public• Trained four organizations in New York, Florida and Peru to conduct One Cubic Foot efforts
iNaturalist observations	930 observations, 330 crowdsourced species identified
#becauseicare commitment cards	Successfully tested the initiative, which engages the public in making measurable commitment to conservation.



Science Saving Species

Your Zoo works with a variety of research professionals to conduct scientific research that advances knowledge of species both in natural range and in conservation care. A couple of examples:

- We partner with Boston University on a study of male Bornean orangutan flange (cheekpad) development, exploring the hormonal and social influences and impact on reproduction. We provide periodic urine samples from Denda, our male orangutan (who has developed very impressive flanges) as part of this wide-spread study.
- We partner with teams at the University of Rochester and Rochester Institute of Technology on two different cognitive evolution studies which are focused on how species learn about things like counting and color and object recognition. Findings from these studies can help advance the care of animals.

Boots on-the-ground initiatives

Seneca Park Zoo and Zoo Society staff support a range of conservation field work. Often these include mark-and-recapture studies, designed to understand the health, survivorship and geographic distribution of a particular species over time. A few of this year's highlights include:

- Eastern Massasauga Rattlesnakes: As the vice chair of the EMSR Species Survival Plan, Assistant Curator John Adamski participated in mark-and-recapture surveys in Michigan, and led multiple surveys locally in Bergen Swamp.
- Lake Sturgeon: Zoo staff participated in the release of 1,000 sturgeon in the Genesee River. Veterinary staff also participated in mark-and-recapture surveys, measuring the survival and distribution of the sturgeon population, which the Zoo has been working to reestablish since 2003.

None of this work would be possible without your support. We thank you for your commitment to the Zoo, our mission, and to conservation action locally and globally.



**None of this would
be possible without
your support**

We thank you for your
commitment to the Zoo



What to expect in 2018



In 2018, you can count on us to continue advancing towards our vision. Specifically, we'll be using more data to measure impact of our conservation efforts. Additionally, we'll have over a dozen new species that members and guests will see, learn about, and be inspired by. With that, we have selected partner organizations for two signature species, Masai giraffes and red pandas, to receive grants this year.

All potential grant recipients (including current partners) submitted an application requesting funding. All candidates needed to articulate how they have helped species survival, and what, specifically, a grant from Seneca Park Zoo Society would fund. We also required that anyone receiving funding would provide a written report of impact at the end of the year. After reviewing dozens of applications, our Conservation partners in 2018 will be:

Species	Partner	How you can participate
Red Panda	Red Panda Network	A donation will be made with any birthday party. You'll also have the opportunity to make a donation when buying or renewing your membership.
Rhino	International Rhino Foundation	Admissions will ask for a donation for several months in 2018 (rotating).
Snow Leopard	Snow Leopard Trust	Admissions will ask for a donation for several months in 2018 (rotating).
Polar Bear	Polar Bears Interational	Admissions will ask for a donation for several months in 2018 (rotating).
Giraffe	Giraffe Conservation Foundation	The new retail outpost by the giraffe habitat will ask you to round up any purchases. Participants in Jungle Jog will also be asked to fundraise for giraffe conservation.
Penguins	SANCCOB	The ZooShop will ask you to round up any purchases.
Elephants	International Elephant Foundation (IEF)	A donation will be made for any ZooBrew ticket, plus 100% of barn tour proceeds will be donated.
Orangutans	Health in Harmony	A donation will be made for any ZooBoo ticket.
Lemurs	Centre Val Bio	A donation will be made for any ZooCamp registration.

New Zoocamps you don't want to miss!

Animal Colors & Shapes

Campers will examine the variety of colors and shapes that make up animals and their habitats!

Dates

June 18 - 22

Ages

3 - 4 year olds

Zoo Careers

There are many more people that work at the Zoo than just zoo keepers. In this new camp, campers will learn about the variety of careers offered at a zoo!

Dates

July 23 - 27

Ages

10 - 12 year olds

Junior

Veterinarian

Learn what it takes to care for animals at the Zoo!

Dates

July 16 - 20

Ages

7 - 9 year olds



"My daughter had a great week and every Zoo employee I interacted with was polite and helpful beyond reproach!"

"My children learned all the animals' names, ages, and how they came to be at our Zoo. They learned facts about almost all the animals. My daughter learned about palm oil orangutans, which is something I did not know about at all!"

What are parents saying about Zoocamp?

"I loved the daily emails. It helped me know what questions to ask and gave me more of an idea of how my daughter's day went, so then it was easier to get more details out of her! I loved how organized everything was, and loved how much fun she had each day!"

"We are grateful for the hands-on experiences, multisensory crafts, and projects that added to the fun at Zoocamp."

"Zoocamp was a great experience. We told a lot of people about it and will definitely be doing it again next year!"

Spring Break Zoocamp

When school is out for spring break, send your child to the Zoo! Campers will explore life cycles of the different animals at Seneca Park Zoo.

Dates

April 2 – 6, 2018

Time

Full day: 9 a.m. – 4 p.m.

Half-day: 9 a.m. – 12 p.m.

Ages

Ages 5 - 9

Cost

Full day: \$210 for members

\$230 for non-members

Half-day: \$135 for members

\$155 for non-members

Registration

Visit senecaparkzoo.org/zoocamp

Day Off Zoocamps

If your child has the day off for Superintendent's Conference Day, have them spend their free time at the Zoo!

Dates

April 23, 2018

Time

9 a.m. – 4 p.m.

Ages

Ages 5 - 9

Cost

\$40 for members

\$50 for non-members

Registration

Visit senecaparkzoo.org/zoocamp

23

APRIL

2-6

APRIL

Calendar of events

Mark your calendars for what's next at your Zoo.

Summer Zoocamp

There's never been a more exciting time to be at Seneca Park Zoo. Make sure your children are among the first to see and learn about the exciting new habitats and animals coming to the Zoo in 2018. Don't wait to register, camps fill up fast!



2018
JUNE
JULY
AUG

Mina Johnson



Marie Kraus



Wayne Smith

ZooCampers can count on:

- An immersive experience, including helping zoo keepers
- Learning about the animals they love
- Plenty of time spent outdoors
- Meeting kids with similar interests

Parents can count on:

- Children bursting with new knowledge
- Daily emails to stay informed
- Feeling good knowing that enrolling kids in camp helps save endangered lemur through support of conservation efforts in Madagascar.

Dates

June 4 – June 29 | Ages 3 - 4
June 25 – August 24 | Ages 5 - 12

Time

Full day: 9 a.m. – 4 p.m. | Half-day: 9 a.m. - 12 p.m.

Cost

Full day: \$210 for members | \$230 for non-members
Half-day: \$135 for members | \$155 for non-members

More Info

Limited half-day spots available for campers ages 5 – 9. Before and after care is available for school-age campers

Registration

Visit senecaparkzoo.org/summercamp



Cinco de Rhino

Save the date for Cinco de Rhino, a craft beer and cider festival benefiting your Zoo and rhino conservation. Enjoy tastings from a dozen craft breweries and cider distillers, light appetizers, and animal experiences. Plus, you can feel good knowing that you're making a difference: A portion of every ticket goes to the International Rhino Foundation. Must be 21+ to attend.

Dates

Saturday, May 5

Cost

\$35 in advance | \$40 at front gate

Time

5:30 p.m. - 9 p.m.

Tickets

senecaparkzoo.org/cinco



Zoooblation

Enjoy a night to remember at Seneca Park Zoo Society's annual gala, Zoooblation. With the theme "Metamorphosis", this year's fete will celebrate the transformation underway at your Zoo. Join us for a night of amazing food and drinks, silent and live auctions, animal experiences and more. Must be 21+ to attend.

Dates

Saturday, June 2

Time

5:30 p.m.

Cost

\$150 before May 1
\$175 after May 1

Tickets

senecaparkzoo.org/Zoooblation



Calendar of events

Mark your calendars for what's next at your Zoo.



KinderZoo

This year, preschoolers are invited to attend KinderZoo, an exciting new way to discover and learn. Through play, games and age appropriate activities children and their adults learn about different animals and their habitats. The opportunity to see BioFacts and meet program animals up close make this a fun learning experience for kids ages 18 months all the way up to five years old. Calendar and tickets available at senecaparkzoo.org/kinderzoo.

Times

10:15 a.m. | 18 months-3-year-olds
11:30 a.m. | 3-5-year olds

Cost

\$5 for Zoo members | \$7 for non-members
(Non-members also pay Zoo admission)



Family Sleepover at the Zoo

Kids and parents alike, pack your sleeping bag and get ready to attend an overnight stay in the Rocky Coasts Gallery. This chance to experience a nighttime guided tour allows guests to see the Zoo in a whole new way and take advantage of meeting several of the program animals up close. The evening includes a pizza dinner, snack and craft time. A continental breakfast will be offered upon waking, plus a chance watch the sea lions and polar bear go through their morning routines.

Date

March 17

Time

6:15 p.m. - 9 a.m.

Cost

\$60 per adult & child pair (members) | \$70 non-members
One additional person: \$30 (members) | \$35 non-members



Book & Beast

Young children and their adults love attending the Zoo's Book & Beast program held on Wednesday mornings. This popular story time along with an opportunity to meet a program animal continues to be a great way to start the day for many parents with their toddlers. Complete your visit with a stroll through the Zoo after the event.

Dates

Every Wednesday through March

Time

11 a.m.

Cost

Free with Zoo admission

Sponsored by Monroe Veterinary Associates

**Visit to say
goodbye to Bella,
Kumang & Denda**

In preparation for the Main Zoo Building demolition this fall, our Bornean orangutans Bella, Kumang and Denda will be heading to new homes this spring. Come visit them in March or over spring break to say goodbye and celebrate their years here at Seneca Park Zoo. Demolishing the antiquated Main Zoo Building paves the way for a state-of-the-art Tropics Complex that will feature Bornean orangutans, among other species. To learn more visit senecaparkzoo.org/wilder.



Brian Sheets



Brian Sheets



Wayne Smith



Wayne Smith



Marie Kraus

Animal comings & goings



Rock Hyrax

Earlier this year, the Zoo welcomed its first new animals for the Animals of the Savanna expansion, a pair of rock hyraxes! These animals may be small, but they represent something big: the four and a half acre addition to *A Step into Africa* opening this summer. The rock hyraxes will be temporarily found in the Main Zoo Building across from the rhino.

Thank you to Corporate Sponsors

The Seneca Park Zoo Society wishes to thank our many corporate sponsors for their support in 2017. Special thanks to several new sponsors for investing in the Zoo over the past year. The Zoo benefits from more than \$400,000 annually in support and is grateful for the time and effort of many employees that help by volunteering for special events. Many of our long standing corporate sponsors and foundations have witnessed firsthand the changes that their support has made at the Zoo. If you are interested in having your company become a corporate sponsor, or for more information, please contact the Development Department at 585.336.7205.

Lion Level
\$25,000 or More

Canfield & Tack Printing & Fulfillment
Daisy Marquis Jones Foundation
Entercom Rochester, LLC
The Hollowell Fund
Roberts Communications
The Rabbit Room
Spatola's Party Rental
Wegmans Food Markets
Polar Bear Level
\$10,000 to \$24,999

Eagle Level
\$5,000 to \$9,999

Bagels, Etc.
Bond, Schoenack & King, PLLC
Constellation Brands, Inc.*
Crosby-brownlie, INC.
David Kios Family Memorial Fund
Exodus Exterminating, Inc.
Guido and Ellen Palma Foundation
Hamilton Stern Construction, LLC
Jaguar Land Rover Rochester by Piehler
LeChase Construction

Leland T. Shafer Charitable Trust
Mary S. Mulligan Charitable Trust
Riedman Companies
Ry-Gan Printing, Inc.
Salena's Mexican Restaurant*
Sinclair Broadcast Group
Spectrum
Thomson Reuters
UA Local 13 Plumbers, Pipefitters & Service Techs
USA Payroll, Inc.
William G. McGowan Charitable Fund
Woods Oviatt Gilman LLP
Dr. Seth Zeidman & Dr. Eva Pressman
Tiger Level
\$2,500 to \$4,999

BSG Building Services Group Inc.
Brown & Brown of New York, Boylan Code LLP*
The Bonadio Group
Best Times Financial Planning
Audio Images
Alliance Advisory Group.
Admar Supply Company, Inc.*
Alstom Signaling Foundation, Inc.
Best Times Financial Planning
The Bonadio Group
Boylian Code LLP*
Brown & Brown of New York, Inc.
BSG Building Services Group
Clark Patterson Lee
C.P. Ward, Inc
Diamond Packaging
Excelius BlueCross BlueShield
Flandach & Flandach
Grant Taylor Photography
Harris Corporation
I.B.E.W. Local Union #86
Key Bank
Lake Immunogenics Inc.
Landsgman Development Corp
Manning Squires Hennig Co., Inc.
Morgan Stanley

National Electrical Contractors Association - Rochester NY
New York Life Insurance Company
OppenheimerFunds, Inc.
Palmer's Food Service
PASCO Building Automation Systems
Paychex, Inc.
Quickie's
Rath Electric, Inc.
Sweetwater Energy
Urtz's Farm, Inc.
Zweigles, Inc.
Rhino Level
\$1,000 to \$2,499

Abilene Bar & Lounge
AT&T
Broccolo Tree & Lawn Care
Canandaigua National Bank
DAVE - Digital Audio Visual Environments
The Dolomite Group
Flaum Management Company, Inc.
Iron Smoke Distillery
Joe's Meat Market
Leo's Bakery & Deli
MEDVED Running and Walking Outfitters
Moonlight Creamery
Nosh
Sheet Metal Workers' Local 46
The Principal Financial Group
Turkey Bird Studio
Webster Properties
Willmorite

Red Bold indicates Foundation Support
Bold denotes Corporate Members that have supported the Zoo with cash donations.
*Indicates Corporate Members that have contributed both cash and in-kind donations.





CHERYL DINOLFO
COUNTY EXECUTIVE

ACCREDITED BY THE
ASSOCIATION
OF ZOOS &
AQUARIUMS

A portion of the printing donated by



SENECA PARK ZOO SOCIETY
2222 St. Paul Street Rochester, NY 14621-1097 | senecaparkzoo.org

Nonprofit Org.
U.S. Postage
PAID
Rochester, NY
Permit No. 42

ZooNooz is printed on recycled paper.
When you're finished, please share it with a friend.

Designer: Sarah Pearlman Ventura

Contributing writers:

Pamela Reed Sanchez, President and CEO

Sarah Hanson, Director of Marketing

Mina Johnson, Communications Coordinator

LaDonna Court, Receptionist & Marketing Assistant

Internationally, and in our own backyard, Seneca Park Zoo plays a key role in species survival. Chartered as an educational institution in 1957 by New York State, the Seneca Park Zoo Society plays an integral role in supporting Monroe County, the owners and operators of the Zoo. Together, we are working to bring animals back from the brink of extinction.



Follow us socially. Visit senecaparkzoo.org

Wayne Smith

Join us for Cinco de Rhino!
Tickets on sale now

March 2018

ZOONOOZ

A publication of the Seneca Park Zoo Society