



Seneca Park Zoo  
**SOCIETY**  
Annual Report 2013

# By the Numbers

Dear Zoo Friends and Supporters,

2013 was a year of new highs for the Seneca Park Zoo Society, and the best way to talk about those highs is to quote the numbers. Our vision and mission, as well as our charter and New York State operating permit, focus our attention on three major concepts: the visitor experience, education and conservation leadership.

In the way of visitor experience (i.e., having fun at the Zoo), we entertained nearly 400,000. We wine (OK, beered) and dined close to 11,000 adults at our summer (and one winter) ZooBrews. Our annual fundraiser, Zoobilation, netted almost \$146,000 to help us fulfill our mission. Our award-winning Web site was visited by 372,000 clickers with nearly 1.6 million pages being viewed and more than \$30,000 in online ticket sales.

Our commitment to education included a new stage show which sent an educational message to 46,000 children who dragged their parents and grandparents, forcing them, too, to get the



message. Our ZooCamps were nearly sold out in spite of adding extra sessions. Our 79 docents, 156 general volunteers and 84 ZooTeens continued to engage our visitors in a learning experience even if they only came to see the animals.

We hosted 225 teachers from the Rochester City School District and Expeditionary Learning Inc. New Teachers' training programs, and helped them find connections to learning about animals, habitats and conservation for their students.





Conservation is an important part of what we are as a Zoo Society. Our docents raised \$12,000 to support in-situ conservation projects in Madagascar through their annual Party



Madagascar event. We installed new recycle containers throughout the Zoo and held four recycle rallies helping our community eliminate nearly 8 tons of waste from area landfills. We continued the move to eliminate non-sustainable palm oil from our food stand and gift shop offerings.

While all this was going on, we also managed to win the National Disability Employment Awareness regional award. We cried over the loss of some well-loved animals such as our male sea lion and ancient king vulture, but we rejoiced and delighted in viewing our newly-delivered babies: lions (3), orangutan (1), sea lion (1), goats (3), golden lion tamarin (1) and penguins (11, yes I said 11). What a productive spring for the Zoo!



Our planned giving program also reached new highs, with 41 members, and an endowment fund that was closing in on the quarter-million dollar mark by year's end.

As the year closed, it was with great disappointment we learned of the retirement of Rachel Baker August, our long-serving and beloved Executive Director. The successes of 2013 were but the decorations on the cake that is the financially strong, volunteer rich and brilliantly staffed Seneca Park Zoo Society. Thank you, Rachel.



Leonard Bayer  
*President, Board of Trustees 2013*  
*Seneca Park Zoo Society*

Throughout 2013, it was my pleasure to serve you, volunteers, employees and members as your President.



### **Our Mission**

*Through the exhibition of animals in naturalistic settings, the Seneca Park Zoo will provide engaging and educational experiences to give our community the motivation and skills to act as stewards of the environment.*

### **Our Vision**

*Education. Conservation leadership. Commitment to our community.*

## Our Current Dedicated Staff: Society

**Sharon Peterson**  
Associate Director

**Lisa Buda**  
Membership Coordinator

**Sue Clements**  
Accountant

**Emily Coon-Frisch**  
Manager of Program  
Development

**LaDonna Court**  
Membership Coordinator

**Pam Cowan**  
Communications Director

**Sue DeCaro**  
Gift Shop Manager

**Erin Donnelly**  
Data Coordinator

**Tim Fowler**  
Outreach Coordinator

**Jimmy Khederian**  
Part-time Facilities  
Maintenance

**Chip Kneessy**  
Food Service Manager

**Patty Langdon**  
Development Assistant

**Chuck Levengood**  
Director of Development

**Natalie Lipton**  
Visitor Services Manager

**Chad Mattison**  
Assistant Food  
Service Manager

**Ashley Meyer**  
Visitor Services  
Assistant Manager

**Kenny Nelson**  
Interpretation Coordinator

**Anneke Nordmark**  
Youth & School  
Programs Coordinator

**Ruth Northrop**  
Data Manager

**Kelli O'Brien**  
Social Media &  
Public Relations Coordinator

**Karen Panosian**  
Visitor Services Director

**Michelle Picardo**  
Grant Writer/  
Zoobilation Coordinator

**Jan Preston**  
Finance Coordinator

**Elizabeth Roach**  
Volunteer Coordinator

**Bart Roselli**  
Director of Education  
& Interpretation

**Michele Schepisi-Ritchie**  
Office & Marketing Assistant

**Deb Schultz**  
Part-time Visitor  
Services Captain

**Denise Wells**  
Food Service Coordinator

**Amanda Workman**  
Education Assistant

**Gail Yanus**  
Part-time Visitor  
Services Captain

## Our Current Board of Trustees

**Leonard Bayer**  
President

**Barbara Kelley**  
Vice President

**Stephen Brown**  
Treasurer

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Secretary

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Linda Buttrill  
Spencer Cook  
Maureen Dobies  
Mary Ellen Guon  
John Henderson

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Ralph Code, III, Esq.  
Jay Friedman, Esq.

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Peter Lutz  
Robert Mann  
James McElheny, Esq.  
Jeff Mikols  
Monica Monte  
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Gary Squires  
Lawrence A. Staub, Jr.\*  
Ellen Wayne  
Debby Wilson  
Keith Wilson  
\*Ex-Officio

## Trustees Emeritus

Arnold Klinsky  
James Koller  
Donald McNelly

John Nuccitelli  
Robert Stiles  
William Strassburg

## Our Dedicated Partners: Monroe County Current Zoo Staff

We thank **Monroe County Executive Maggie Brooks** for her dedication and continued leadership.

**Lawrence A. Staub, Jr.**  
Director of Parks

**Lawrence Sorel**  
County Zoo Director

**Gail Tabone**  
Assistant Zoo Director

**John Adamski**  
Assistant Curator

**Heidi Beifus**  
Zoo Keeper

**Jenna Bovee**  
Elephant Handler

**Lindsay Bronson**  
Elephant Manager

**Abigail Carr**  
Part-time Zoo Keeper

**Garrett Caulkins**  
Health Center Supervisor

**Pete Christensen**  
Aquatic Life Support  
Systems Operator

**Amanda Davis**  
Part-time Zoo Keeper

**Dr. Louis DiVincenti**  
Zoo Veterinarian

**Isiah Eades**  
Recreation Guard

**Robin English**  
Zoologist

**Tina Fess**  
Zoologist

**David Gammariello**  
Ground Equipment Operator

**Alexander Haag**  
Budget Technician

**David Hamilton**  
General Curator

**Andrew Hurst**  
Assistant Aquatic Life  
Support Systems Operator

**Kara Masaschi**  
Assistant Curator

**Kristen Miles-Pavia**  
Supervisor of Aquatic  
Life Support and Facilities

**Denise Mitelli**  
Zoological Park Foreman

**Will Molina**  
Part-time Heavy Laborer

**Mary Ellen Ostrander**  
Zoologist

**Jim Paxon**  
Maintenance Mechanic II

**Heather Paye**  
Part-time Zoo Keeper

**Sue Rea**  
Zoologist

**Melvin Sanchez**  
Heavy Laborer

**Brian Sheets**  
Part-time Zoo Keeper

**Mary Ellen Sheets**  
Elephant Handler

**Laura Shipp**  
Zoo Keeper

**Sandy Smith**  
Recreation Guard

**Thomas Snyder**  
Part-time Zoo Keeper

**Ryan Statt**  
Zoologist

**Lucius Warfield**  
Part-time Recreation Guard

**Lori Warner**  
Zoo Keeper

**Michael Wemett**  
Zoo Keeper

**Kellee Wolowitz**  
Zoologist

**Catina Wright**  
Zoo Keeper

**Dr. Jeffrey Wyatt**  
Director of Animal Health  
and Conservation

**Melissa Zepkowski**  
Part-time Building  
Service Worker



Our annual Merry-Not-Scary ZooBoo event was a smash success with 14,069 visitors enjoying the festivities. Many thanks to our event sponsor,

Walmart, and treat sponsor, Green Halloween.

Because of everyone's great support, the event netted \$32,480, making it the most profitable ever.

Zoobilation saw its best results to date, netting \$145,527. Corporate support, led by presenting sponsors Bank of America and Merrill Lynch, surpassed \$100,000.



The wildest happy hour in town, ZooBrew, continued to grow, bringing in 10,761 thirsty patrons during five Friday nights with net profits of \$144,791.

1,380 participants enjoyed our 5K Jungle Jog, Seneca Park Mile and Kids' Fun Run! Thanks to them and our sponsors M&T Bank and Woods Oviatt Gilman, LLP, the event netted more than \$22,000, the highest to date.







It had been nearly three decades since a lion cub was born at the Zoo. That changed when first-time mom, Asha, gave birth on March 7.

The Zoo was thrilled to announce the birth of a female Bornean orangutan to Kumang, the Zoo's 35-year-old matriarch. Denda, a 10-year-old male, is the baby's father. Bella was born on April 29.







The Zoo was a regional winner of the 2013 National Disability Employment Awareness Month award. The

honor was part of the 25<sup>th</sup> Annual Employer Awards celebration hosted by The Rochester Area Employment Network. The Zoo was selected for its work with Jimmy Khedarian, who works for the Zoo Society as a part-time Facilities Maintenance employee.

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Seneca Park Zoo was presented with a corporate Partner-in-Preservation award by the Bergen Swamp Preservation



Society for our work with Eastern Massasauga rattlesnake conservation at the swamp. The Zoo was the first corporate recipient of this award.



Five Lowe's stores contributed time and materials valued at more than \$8,000 to complete 14 projects throughout the Zoo.



Nearly 250,000 viewers tuned in to watch our animal presentations on WXXI's Homework Hotline, a statewide educational show on PBS where students call in to get help with homework.

Total foundation support increased 19% over the prior year, with a total of \$70,745.99. This, too, was the best year ever for foundation support.

School visits with our ever popular Wegmans' ZooMobile were up 45%.

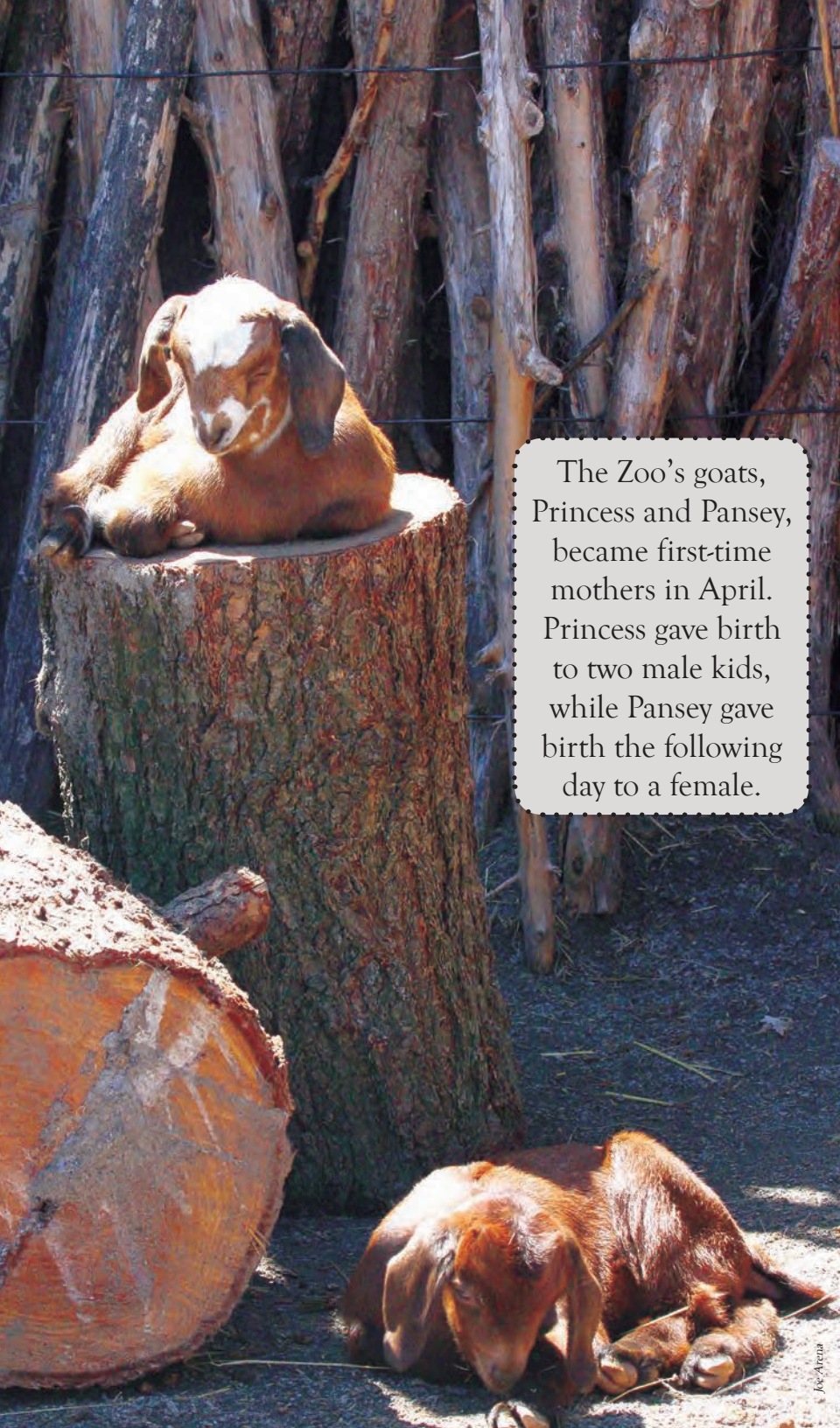


A photo booth, featuring our animals, added to the overall Zoo experience.

A male California sea lion was born on June 1 to first-time mom Marina. The new addition marked the 18<sup>th</sup> baby animal born at the Zoo since Jan. 1.







The Zoo's goats, Princess and Pansey, became first-time mothers in April. Princess gave birth to two male kids, while Pansey gave birth the following day to a female.



We engaged an outside Market Research firm for the first time since 1996 to assist in executing a three-phased market research campaign, gaining insight into our visitor's perceptions and expectations. Four main areas of focus, including an assessment of our interactives, were outlined for 2014.

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In the spring we launched Expeditions, programs that offer students an interactive and engaging way to experience the Zoo while exploring our popular *A Step Into Africa* Exhibit. Four Expeditions were developed and we reached more than 1,500 students.



The Zoo became a charter member of the Great Lakes Network in 2013. Organized by Chicago's John G. Shedd Aquarium, this network shares

information and program ideas to bring attention to the environmental pressures on all the Great Lakes. We were recognized for our educational programming and important field conservation efforts, especially the sturgeon reintroduction project.









# SOCIETY OF ZOO SUPPORTERS

Contributions for 2013

## ELEPHANT LEVEL

\$50,000 or more

*Entercom Rochester, LLC\**  
*Donna Fielding, Estate of*  
*Francis Jung, Estate of*  
*Riedman Foundation*



## LION LEVEL

\$25,000 to \$49,999

*Canfield & Tack Commercial*  
*Printing and Fulfillment\**  
*Daisy Marquis Jones Foundation*  
*Mr. and Mrs. Philip Gelsomino, II*  
*Glover-Crask Charitable Trust*  
*Green Halloween\**  
*The Rabbit Room\**  
*Waldron Rise Foundation*  
*Wegmans Food Markets, Inc.*



## POLAR BEAR LEVEL

\$10,000 to \$24,999

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*Brochures Unlimited\**  
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*Donald F. and Maxine B. Davison Foundation*  
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*McDonald's of Greater Rochester*  
*Sands Family Foundation*

*Ms. Susan B. Schaubert*  
*Leland T. Shafer Charitable Trust*  
*Helen and Ritter Shumway Foundation*  
*Smock/Everitt Design\**  
*Spatola's Party Rental\**  
*Mrs. Lilly Speitel*  
*Jo-Ann Taylor, Estate of*  
*Walmart*

## EAGLE LEVEL

\$5,000 to \$9,999

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Crosby-Brownlie, Inc.

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Ferrauilo Plumbing & Heating

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Riedman Companies

Ry-Gan Printing, Inc.\*

Salena's Mexican Restaurant

Thomson Reuters

Elaine P. & Richard U. Wilson Foundation

Mr. and Mrs. Keith Wilson

Woods Oviatt Gilman LLP

Xerox Foundation

## TIGER LEVEL

\$2,500 to \$4,999

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Ames-Amzalak Memorial Trust

Rachel Susan Beimler

Campership Fund

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Best Times Financial Planning

BLM Construction Company

Bond, Schoeneck & King, PLLC

Boylan Code LLP

Mr. Stephen Brown

Mr. and Mrs. Gavin Brownlie, Jr.

Construction Industry

Association of Rochester

Mr. and Mrs. Spencer J. Cook

Dell Direct Giving Campaign

Matching Gifts

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Ms. Susanna M. Ferris

and Ms. Nancy Postilli

First Niagara Bank

Forever Wild Society Fund

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Mrs. Mary Ellen Guon



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and Mr. Thomas P. Riley

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Mr. Matt Squires

Sweetwater Energy

Turkey Bird Studio\*

Urtz's Farms, Inc.\*

USA Payroll, Inc.



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\$1,000 to \$2,499

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     Armstrong  
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     and Mr. Len Parker  
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 Mr. David Berg  
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 Mr. and Mrs. David Braverman  
 Mr. and Mrs. Joseph C. Briggs  
 Brighton Securities Corp.  
 Brown & Brown Insurance  
 Mr. and Mrs. James Butler  
 Mr. and Mrs. John Buttrill  
 Mr. and Mrs. M. John Buzawa  
 Canandaigua National Bank  
 Cast Industries\*  
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 Dr. Jack B. Davidoff  
     and Dr. Tracey Davidoff  
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Mr. and Mrs. Jurij Eliaszewskyj  
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 The Finishing Touch Custom  
     Framing\*  
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 Mr. and Mrs. Andrew R. Gallina  
 The Joseph and Anna Gartner  
     Foundation  
 Mr. and Mrs. Kevin Glazer  
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 Mr. James R. Grapenstetter  
 Harris R.F. Communications  
 Hedonist Artisan Chocolates\*  
 Mr. and Mrs. Herbert  
     Humphrey  
 Joe's Meat Market\*  
 Johnson & Johnson Matching Gifts  
 Mr. Harold Johnson  
 Mr. and Mrs. Lawrence  
     Langdon  
 Lincoln Financial Foundation, Inc.  
 Lonza  
 Lovin' Cup Bistro & Brews\*  
 Lowe's Store #2434 of Brockport\*  
 Lowe's Store #1655 of Greece\*  
 Lowe's Store #0645 of Henrietta\*  
 Lowe's Store #2668 of Macedon\*  
 Lowe's Store #1581 of Webster\*  
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 Ms. Melissa McGrain  
     and Dr. Andrew Stern  
 Medved Running & Walking  
     Outfitters\*  
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Mr. and Mrs. Andrew Mitchell  
 Moonlight Creamery\*  
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 Mr. James Nickles  
     and Ms. Susan Wendel  
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 Phillips Lytle LLP  
 Mr. and Mrs. Ronald T. Pritchard  
 In Memory of Shawnee Redman  
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     and Mr. H. Charles Unison  
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     and Mr. Christopher E. Piggott  
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 Mr. and Mrs. Charlie Symington  
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 Mr. and Mrs. Donald Titus, Jr.  
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     Pipefitters & Service Techs  
 Webster Interiors\*  
 Webster Properties Luxury  
     Living\*  
 WellCare Health Plans  
 Mr. and Mrs. Richard Wilbert  
 Ms. Pam Will  
 Mr. and Mrs. Mark Wilson



Gayle Scott

## OTTER LEVEL

\$500 to \$999

4imprint\*

Air & Waste Management  
Association

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Anonymous

Mr. and Mrs. Thomas Argust

Audio Images\*

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Mr. and Mrs. Alan Bartholomew

Ms. Nina H. Beach

Mr. and Mrs. Wayne Beckwith

Mr. Brian Bennington

Bosch Security Systems

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Brad's Cookie Nook\*

Mrs. Paula Briggs

Mr. and Mrs. Dennis Buchan

Mrs. Claudia Burcke

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Ms. Barbara P. Carlson

and Mr. Donald E. Mass

Mr. Andrew Carpentier

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Mr. and Mrs. Frank J. Chiaino

Mr. and Mrs. P. Hamilton

Clark, III

Mr. and Mrs. Danny Collins

Mr. William Connor

and Ms. Janis DeMay-Connor

Mr. and Mrs. Joe Cowan

Mrs. Pam Cowan

and Mr. Phil Morgan

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Mr. and Mrs. Ken Dingman

Mr. and Mrs. Terry Dominach

Mr. Denis Doyle

Mr. and Mrs. Richard Dray

Mr. and Mrs. David Ebberts

In Memory of Jane Evan

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and Mr. Jim Hoestermann

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Mr. and Mrs. John Gavenda

Mr. and Mrs. Bill Grabenstetter

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HK Rose Consulting

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and Ms. Jami Jamison

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Mr. and Mrs. Raymond Jacobi

Jerry's Jewelers\*

Mr. and Mrs. Thomas F. Judson, Jr.

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Mr. and Mrs. James Kusse

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Levengood

Mr. and Mrs. Frank Magnotta

Mr. and Mrs. Robert Mann

Dr. and Mrs. Steven Marsocci

In Memory of Ruth McElheny

Mr. and Mrs. Donald P. McNelly

Ms. Hilda Jo Anne Milham

Mr. and Mrs. William Monte

Mr. and Mrs. Jason Mulcahy

Mr. and Mrs. Michael Murty

Mrs. Hilda Neary

Mr. and Mrs. John F. Nuccitelli

Nuttall Golf Carts, Inc.\*

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and Mr. Alan Salmons

Mr. and Mrs. Brian Pennington

Mr. Wolfgang Pfizenmaier

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Ms. Michelle Picardo

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Signs Now of Rochester, Inc.\*

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Mr. and Mrs. Delmonize Smith

Mr. and Mrs. James Smith

Mrs. Paula Smith

and Ms. Lynn Smith

Mr. Alexander Solky

and Ms. Valerie Lang

Mr. and Mrs. Lawrence Sorel

Mr. Patrick Squires

Ms. Lorraine Staunch

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Mr. and Mrs. Ramond R. Vogt

Mr. and Mrs. Philip Warner

Ms. Kathleen B. Wax

Mr. and Mrs. David Weber

Mr. and Mrs. Deric West

The Westport Fund

Dr. and Mrs. Tae B. Whang

Mr. and Mrs. Peter Wilbert

Ms. Carole Winslow

Mr. and Mrs. Gary E. Wood

Young Entrepreneurs Academy

Ms. Casey Zimny

\* Denotes In-Kind gift

With such a list, an oversight might occur. If your name has been omitted or there is an error, we apologize and ask you notify us at (585) 336-7217.



Rachel Mason





The Upstate Zoo Conference was held at the Zoo in November. We welcomed nearly 130 colleagues to share best practices and learn from challenging times. We covered all areas of the Zoo through

behind-the-scenes tours, round table discussions and presentations. Craig Piper, Director of City Zoos at Wildlife Conservation Society, discussed opportunities to partner on field conservation work.

ZooClass attendance increased 56% as the Zoo hosted 685 children ages 2 to 5.



Genesee Trail received a facelift when 79 new labels were designed and displayed.

The Zoo was in bloom as we provided the backdrop for zoo- and animal-inspired flower and horticulture displays as some of the best competitive gardeners in the Northeast gathered for a Garden Club of America-juried Flower Show presented by the Rochester Garden Club.









Nine donors were added to our Forever Wild Society. The year began with \$72,570 in our endowment fund and ended at \$202,398, a 179% increase.



A representative from the National Inclusion Project visited in March to share ways our staff can help all children feel they can participate and no one, with or without disabilities, sits on the sidelines.

Per caps for our food service department exceeded its goal of \$1.25 by 8%, ending the year at \$1.36.

Our Special Friend level membership base grew 12% over the prior year, bringing in \$67,845, making it the best year ever for Special Friends.



Sales from the 2014 Zoo Calendar totaled \$11,223.



## Our Volunteers: And there are many ...

Zoo volunteers logged a total of **20,436** hours.

### By the numbers ...

**156** general volunteers gave **6,158** hours

**84** ZooTeens gave **7,138.5** hours of their time

**79** docents spent **6,578.75** hours volunteering

Board and committee members volunteered **371** hours

Interns spent **190** hours at the Zoo

The time these people graciously volunteered was equivalent to **10 full-time staff members.**

We would like to take this opportunity to send a heartfelt thank you to each and every one. What they do is very valuable and appreciated every day.

## Our Motivated Educators: Docents

**Bob Shaff**  
*President*

**Eileen Kreutter**  
*Vice-President*

**Stacy Pavone**  
*Treasurer*

**Jim Quick**  
*Secretary*

**Carol Smereski**  
*President Emeritus*

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*Scheduling Chair*

**Beverly Shaff**  
*Newsletter Editor*

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*Social Chair*

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*Long-Range Planning Committee Chair*

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darlene Benzon  
Mary Rose Bianchi

Mary Bruno  
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Claudia Burcke  
Lea Cappella  
Sue Chapman  
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Karen Downs  
Marge Dunbar  
Phil Edin  
Heidi Forster  
Kim Foster  
Lora Hamlin  
Amy Harned  
Lynn Harris

Barb Hendry  
Susan Herzbergk  
Vandy Humphrey  
Richard Iman  
Anne Kirkpatrick  
Bonnie Kozlowski  
Laura Kremer  
Teresa Kretovic  
Donna Lampen-Smith  
Gretchen Larosa  
Jerry LeBlanc  
Carol McCoy  
Andrea Minchella  
Lance Mortensen  
Pam Mortensen  
David Nasta  
Marian Nelson  
Shelley O'Brien  
Pat Obstarczyk  
John Page  
Joanne Pernice  
Pat Rosem  
Larry Rossignolo  
Trudy Rowe

Dona Ryan  
Jeanne Salisbury  
Marge Sawnor  
Lynn Schneeberger  
Susan Schneider  
Ray Shaheen  
Marion Sharpe  
Lauren Sheive  
Roger Siekierski  
Richard Simpson  
Bobbi Smith  
Tom Sobczak  
Don Socha  
Christine Spencer  
Colleen Spiwak  
Jeanne Tankersley  
Laura Tumminelli  
Trudy Turberg  
Kathleen Wax  
Armin Weidman  
Jerry Welcher  
Maureen Whalen  
Lynn Willard  
Cheryl Yehl





# Seneca Park Zoo Society

## Balance Sheet December 31, 2013

	General Operating Fund	Board Designated Fund	Restricted Gifts & Grants Fund	Capital Campaign Fund	TOTAL
<b>ASSETS</b>					
Cash and Cash Equivalents	\$621,140	\$169,415	\$163,865	\$6,418	\$960,838
Investments	\$123,266	\$0	\$0	\$159,910	\$283,175
Endowment - General	\$0	\$0	\$214,224	\$0	\$214,224
Endowment - Intern Program	\$0	\$0	\$186,354	\$0	\$186,354
Accounts Receivable	\$20,325	\$5,143	\$399,370	\$520,000	\$944,838
Promises to Give-Net	\$13,982	\$0	\$72,110	\$28,964	\$115,056
Due from other funds	\$0	\$408,500	\$23	\$520	\$409,043
Inventory	\$150,028	\$0	\$0	\$0	\$150,028
Prepaid Expenses	\$20,262	\$0	\$0	\$0	\$20,262
Property & Equipment Net	\$146,461	\$0	\$3,547	\$0	\$150,008
<b>Total Assets</b>	<b>\$1,095,465</b>	<b>\$583,057</b>	<b>\$1,039,494</b>	<b>\$715,811</b>	<b>\$3,433,827</b>
<b>LIABILITIES &amp; NET ASSETS</b>					
Accounts Payable	\$215,425	\$0	\$0	\$520,000	\$735,425
Accrued Payroll	\$90,074	\$0	\$0	\$0	\$90,074
Accrued Vacation	\$75,974	\$0	\$0	\$0	\$75,974
Due to other funds	\$234,043	\$0	\$0	\$175,000	\$409,043
<b>Total Liabilities</b>	<b>\$615,514</b>	<b>\$0</b>	<b>\$0</b>	<b>\$695,000</b>	<b>\$1,310,514</b>
Beginning Net Assets	\$441,559	\$439,276	\$771,082	\$66,452	\$1,718,369
Net Surplus/(Deficit)	\$38,391	\$143,781	\$268,412	(\$45,641)	\$404,943
<b>Total Net Assets</b>	<b>\$479,950</b>	<b>\$583,057</b>	<b>\$1,039,494</b>	<b>\$20,811</b>	<b>\$2,123,312</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$1,095,465</b>	<b>\$583,057</b>	<b>\$1,039,494</b>	<b>\$715,811</b>	<b>\$3,433,827</b>



Stewardship of the Seneca Park Zoo Society's financial assets are just as important as the safety and security of our animals. Without both, we cannot provide our visitors with the experience they deserve. The Board of Trustees, for the 19<sup>th</sup> year in a row, approved a balanced budget. The budget is prepared in detail by the staff and recommended for approval by the Finance Committee. Each month the Executive Committee and the Board receive and discuss the financial results of the Zoo Society. Annually the Zoo Society's financial results are audited by EFP Rotenberg, LLP, an independent accounting firm.

	2013		2012	
	Amount	% of Total Revenue	Amount	% of Total Revenue
<b>SUPPORT AND REVENUE</b>				
Membership & Admissions	\$2,536,487	46.2%	\$2,439,467	46.8%
Retail Operations	1,339,656	24.4%	1,394,666	26.8%
Fundraising & Events	877,348	16.0%	648,520	12.4%
In-Kind Contributions	345,161	6.3%	311,042	6.0%
Education Program Fees	271,136	4.9%	268,017	5.1%
Net Assets Released from Restriction	107,955	2.0%	136,656	2.6%
Interest Income	866	0.0%	828	0.0%
Other	7,059	0.1%	12,487	0.2%
	<b>\$5,485,669</b>	<b>100.0%</b>	<b>\$5,211,683</b>	<b>100.0%</b>

	2013		2012	
	Amount	% of Total Raised	Amount	% of Total Raised
<b>EXPENSES</b>				
Retail Services	\$1,005,483	18.3%	\$990,745	19.0%
Membership & Admission Services	612,036	11.2%	610,568	11.7%
Education Programs	496,297	9.0%	494,516	9.5%
Public Relations & Marketing	604,871	11.0%	587,579	11.3%
Administration	488,555	8.9%	463,031	8.9%
Fundraising & Events	425,219	7.8%	354,524	6.8%
Depreciation	41,724	0.8%	31,800	0.6%
	<b>\$3,674,185</b>	<b>67.0%</b>	<b>\$3,532,762</b>	<b>67.8%</b>

<b>Increase in Net Assets</b>	<b>\$1,811,484</b>	<b>\$1,678,922</b>
Net Assets at Beginning of Year	\$441,559	\$393,485
Support to Seneca Park Zoo Fund	(74,442)	(79,348)
Revenue Share with Monroe County Parks Department	(1,465,150)	(1,411,750)
Equipment Transfer to Monroe County		(15,900)
Board Designated Restrictions	(233,500)	(123,850)
<b>Net Assets at End of Year</b>	<b>\$479,950</b>	<b>\$441,559</b>

A complete financial statement including Board Designated, Restricted Programs and the Capital Campaign is available upon request.





### **2013 Forever Wild Society Inductees are:**

*Bob & Maureen Dobies*

*Bob & Linda Franklin*

*Harold Johnson*

*Carol Merkel*

*Patricia Obstarczyk*

*Dr. & Mrs. James Tacci*

*Ric Thomann*

*Pam Will*

*Mark & Nancy Zawacki*