



A publication of the Seneca Park Zoo Society

ZOO NOOZ

A spotlight on polar bears

January 2018

Internationally, and in our own backyard,
we play a key role in species survival.

Marie Kraus

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

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What's inside? Page 7...

Zoo Society honored with Environmental Excellence Award.



Executive Director's Corner

Pamela Reed Sanchez | Executive Director | Seneca Park Zoo Society



The opening of a new calendar is always a touch thrilling: the promise of a fresh year, new resolutions to be made (and kept), new adventures to be had. The unknown of a new year can be filled with promise. But this year, the known of the new year at Seneca Park Zoo has us ecstatic with possibility.

Change is in the air, and we are excited to be sharing this momentous year with you.

In the spirit of a happy new year, here are some of what is new in 2018 at Seneca Park Zoo:

- **New habitats!** The beginning of an introduction to the ecosystems of "Cold Asia" launches this year in May, a long overdue shift in exhibits centrally located near the animal hospital, and where our beloved snow leopards will reside. And of course, this summer, the expansion of *A Step into Africa* will be revealed, with exhibits further exploring the Animals of the Savanna, and the opportunity to move our southern white rhinoceros Bill to a larger, more expansive habitat.
- **New species!** With new habitats arrive new species, with red pandas in Cold Asia, and more than a dozen species new to Seneca Park Zoo in Animals of the Savanna. Included there in the outdoor habitats will be Masai giraffe, plains zebra, and ostrich, and indoors, you'll encounter rock hyrax, naked mole rats, Lake Malawi cichlids, and multiple species of birds, reptiles, and amphibians.
- **New experiences!** Our new giraffe feeding platform will have you nose to nose (or at least neck!) with our giraffes, and the Animals of the Savanna building will provide guests with an indoor zoo experience unlike anything at Seneca Park Zoo before.

And in fact, the Animals of the Savanna building will have one of the only indoor giraffe feeding experiences of any accredited zoos in North America. We will also have a tram in operation during our busy seasons, moving you from one end of the Zoo to the other. New food and gift options will also be available for you.

- **New personnel!** You'll meet a few of our key new staff members in the pages of this ZooNooz, including Dr. Louis DiVincenti, Director of Animal Health and Conservation, and Kelly Ulrich, Zoo Society Director of Education and Visitor Studies. They bring fresh energy and ideas in a year already filled with newness.
- **New initiatives!** Each year, the Zoo Society makes grants to international conservation organizations working in situ to help save animals from extinction. We fund those grants through the generosity of our guests, event attendees, Zoo shoppers, and special fundraising efforts such as Jungle Jog, and have contributed significant funds to Polar Bear International, the International Elephant Foundation, SANCCOB, Snow Leopard Trust, Health in Harmony, and more. We will be taking on two new "causes" this year, as we work to raise awareness in our community of the plight faced by our animals' counterparts in nature. This year, our members will be asked to help save endangered red pandas, and we will also be raising funds through Jungle Jog and at the admissions gate for giraffe conservation. Look for more information about those efforts in upcoming newsletters.

Also new this year: an additional issue of ZooNooz, delivered to your mailbox. Last year we expanded to include five issues, and this year there is simply too much NEW to share, so we have added a sixth issue. And please – don't forget to sign up for *e-nooz* and *Member Connection* so you will always receive the very latest information on what is happening in this incredible year of transformation at Seneca Park Zoo.

Cheers!

AZA Accreditation:

Why it's important and how it works.



Seneca Park Zoo is one of only 32 zoos globally that's been continuously accredited by the Association of Zoos and Aquariums (AZA) since 1979. And in 2018, we'll be undergoing the rigorous process to retain our accreditation for another five years.

To put this recognition in perspective, there are about 2,500 organizations in the US who have a USDA license to have animals "on display, perform in public, or be presented for educational purposes". Yet only about 230, less than 10%, earn accreditation from the AZA.

Larry Sorel, Zoo Director, discussed the importance of AZA accreditation at Seneca Park Zoo. "This is far more rigorous than USDA licensing," Larry commented. "A critical self-evaluation, reinforced by a peer review covering every aspect of the Zoo and Zoo Society operations, helps our team, and our guests, have confidence that our programs are among the best in the world."

Sorel also commented, "Accreditation also connects us with a network of great professionals in every area of discipline needed to run a zoo. It also lets us participate in the Species Survival Plan and in animal moves between Zoos. This enables us to have endangered species like rhinos and elephants here at Seneca Park Zoo."

The process and criteria for accreditation have evolved tremendously since our first accreditation nearly 40 years ago. The depth and breadth of inspection areas have grown immensely. "It used to be just about safety, animal care and veterinary care," Sorel noted.

"Now there's a tremendous expectation for zoos in terms of conservation programs and education as well." Furthermore, the evaluation process is more standardized and uses science, not opinion.

Denny Lewis, AZA Senior Vice President of Accreditation Programs commented, "We are continuously updating accreditation standards based on science, professional expertise and best practices. We are very transparent as well: We encourage people to look at our current accreditation standards, which can be found at the AZA website."

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"Seneca Park Zoo is one of only 32 zoos globally that's been continuously accredited by the Association of Zoos and Aquariums (AZA) since 1979."



Marie Kraus

Animal care, animal welfare, and veterinary care are critical to accreditation. Given the complexity of elephants, an elephant specialist will be part of the site review team for Seneca Park Zoo.

AZA accreditation means members and guests can be reassured that:

- We practice the highest safety standards for animals, guests, and staff.
- Animals at the Zoo receive the best care possible (from zoo keeper and veterinary staff).
- We are constantly held to ever-growing standards on the scientific measurement of animal welfare efforts.
- Conservation-focused educational programs are paramount to us.
- We support real in-the-field conservation efforts.



Part of the accreditation process is facility review. The dated 1931 Main Zoo Building has been a topic in our accreditation in past reviews. In alignment with AZA standards, the Main Building is scheduled to be razed in fall 2018.

Welcome (back) Dr. DiVincenti!



Dr. DiVincenti in a 2017 trip to Nepal, climbing to the Mount Everest base camp.

“I couldn’t be more excited to take on this role,” Dr. DiVincenti commented, “I have always wanted to be a zoo vet, and Seneca Park Zoo is the perfect size and culture to enable me to work closely with zoo keepers not only when animals are sick, but also on a day-to-day basis to improve animal welfare through our enrichment and training program.”

Originally from Louisiana, Dr. DiVincenti volunteered and worked at Audubon Zoo in New Orleans before pursuing his Veterinary degree. He graduated from the Louisiana State University School of Veterinary Medicine in 2010. After completing a residency in comparative medicine at University of Rochester, where he worked with Dr. Wyatt, he was appointed to the faculty there. More recently, he was board certified by the American College

of Animal Welfare, and is the only veterinarian in New York State with a specialty in animal welfare.

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Dr. DiVincenti in 2006 when he worked at Seneca Park Zoo as an Aab Pre-Veterinary Fellow.

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Dr. DiVincenti participating in black bear den assessments with the DEC and Seneca Park Zoo in 2017.

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A deep dive into polar bears

and the Zoo's efforts to save them

Emily Jo Ringer
Polar Bears International

From their home range to their physique, polar bears are distinctly different from other bears. Their bodies are built for life in the Arctic, where they sit atop of the food chain and use sea ice to hunt, travel, breed, and sometimes den. Polar bears rely on sea ice to find food because their main prey, ringed seals, depend on it as well. Seals provide the fat-heavy diet that is critical to their survival in the cold temperatures. When the sea ice melts in the summer, polar bears make their way ashore to hunt for food.

In Canada's Western Hudson Bay, the polar bear capital of the world, the break-up of sea ice has historically occurred in mid-July. Today, sea ice breaks apart on average three weeks earlier than it did in the 1980s. A shorter duration of sea ice in the Arctic means less opportunity for polar bears to hunt their seal prey, which has been statistically linked to weight loss and a lower survival rate for cubs. When changes occur at the top of the food chain with polar bears, it puts the entire Arctic ecosystem at risk.

IUCN estimates there are roughly

26,000
polar bears
remaining
in the world,

about 60% of which live within or are shared by Canada. Polar bears are also found in the United States (Alaska), Russia, Greenland, and Norway.

The polar bear population in Western Hudson Bay has experienced a 22% or greater decline since the early 1980s, while the Southern Beaufort Sea has seen a

40%
DROP
in its population.

Seneca Park Zoo has focused on educating guests and raising funds for Polar Bear conservation for over a decade.

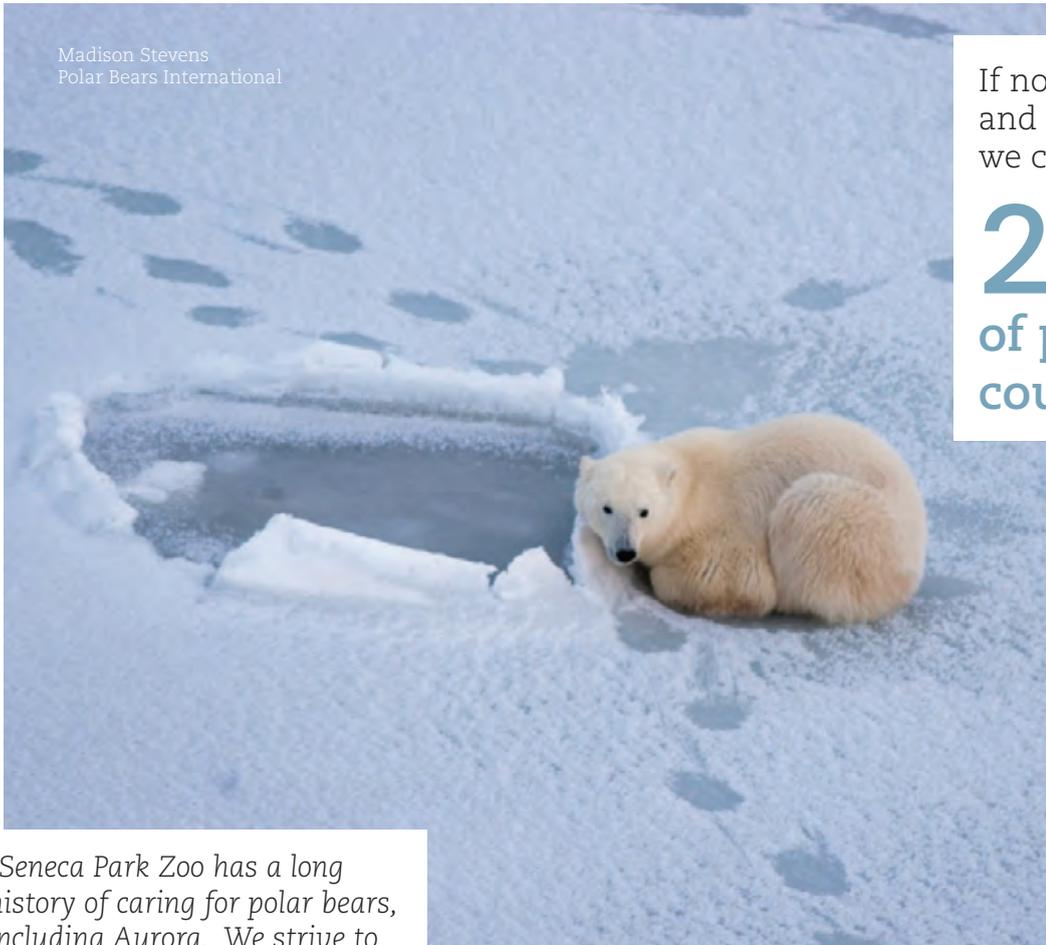
Polar Bears International (PBI)

Recognized global leaders in polar bear and sea ice conservation, Polar Bears International (PBI) is the only organization solely dedicated to helping polar bears in their natural range. Founded in 1992, PBI is a nonprofit organization made up of a small group of conservationists, scientists, and volunteers who envision the long-term survival of polar bears and the unique part of the world they call home.

Polar bears are currently listed by the International Union for Conservation of Nature (IUCN) as a vulnerable species, citing receding sea ice as the biggest threat to their survival. Due to the high cost and difficulty of population estimates in low-density and remote areas, like Russia and East Greenland, scientists don't have solid figures for the total number of polar bears worldwide.

Continued on page 6

Madison Stevens
Polar Bears International



If no action is taken for polar bears and their habitats, scientists predict we could lose this species by 2100.

2/3
of polar bears
could be gone by 2050.



Marie Kraus

“Seneca Park Zoo has a long history of caring for polar bears, including Aurora. We strive to inspire our guests to take action to conserve polar bears, whether through donation to on the ground projects of PBI or simply by making simple changes at home, like turning down the heat.”

Tom Snyder, Director of Programming and Conservation Action

Longer ice-free seasons not only affect polar bear populations, but welcome human activity. And as more accessible sea routes form, commercial activity begins invading habitats. Experts believe that as more polar bears spend time on shore to hunt for

food and as human activity increases, human-polar bear encounters will become more frequent. Without careful planning and management, tragic outcomes are inevitable, for both polar bears and people.

Zoos & Aquariums: Partners in Conservation

PBI understands the impact a global community can have on the lives of polar bears, and partners with a network of zoos, aquariums, museums, and science centers – also known as Arctic Ambassador Centers (AAC) - to spread their knowledge and resources.

Arctic Ambassador Centers educate the public about the issues endangering polar bears, inspire them to take action, and help develop the next generation of conservationists. Through education programs and conservation awareness days throughout the year, the AAC network greatly amplifies PBI's outreach efforts.

As an Arctic Ambassador Center, Seneca Park Zoo stands on the front lines in helping bring positive change and sustaining a future for polar bears. The Zoo

is proud to partner with PBI to help improve conditions for polar bear populations and other species, including humans.

Securing a sustainable future for polar bears

Since the partnership began in 2013, Seneca Park Zoo Society has raised nearly \$20,000 for Polar Bears International through fundraising efforts at the Front Gate and special events. These funds have helped support many of PBI's conservation outreach efforts, including their Save Our Sea Ice Campaign and Tundra Connections webcasts, which feature live camera feeds during the polar bear migration season.

The Zoo's donations have also helped fund valuable research into the polar bear-human conflict. Over recent years, PBI Senior Director of Conservation, Geoff York, has worked with the Polar Bear Range States Conflict Working Group to better understand why polar bears may attack humans and how to best keep both people and polar bears safe.

By collaborating and sharing data, PBI and The Group developed Polar Bear Human Interaction Management System, or PBHIMS. The data helps managers visualize conflict hotspots and better understand the underlying causes of conflict incidents.

As incidents between polar bears and residents of coastal communities continue to increase, PBI has been expanding their efforts to include community engagement programs focused on bringing direct benefits to northern communities and polar bears. From working with local authorities or bringing hands-on learning to classrooms in the Hudson Bay region, PBI wants to help community members understand the value of polar bears and how to manage potential interactions.



What can you do to help polar bears?

Marie Kraus

Simple actions today can help preserve the sea ice that allow polar bears to thrive in the Arctic, and prevent this amazing species from becoming extinct.

Reduce, reuse, and recycle!

Support organizations with sustainable business models and avoid products with excess packaging to help reduce waste.

Drive less & drive smart

Walk, ride your bike, or use public transportation whenever possible to limit carbon emissions. When you do drive, make sure your tires

are fully inflated to improve your gas mileage and avoid idling for long periods of time.

Reduce energy consumption

Turn down your thermostat by a couple degrees, and even more when no one is home! Buy energy-efficient products, replace light bulbs with LED bulbs, turn off lights and unplug electronics when not in the room, and don't use more water than needed.

Become a ZooParent

ZooParent support for Aurora helps to fund enrichment items that encourage natural behaviors and mental and physical stimulation. Visit senecaparkzoo.org/zooparent to learn more.

February 2018: Defend the Ice month!



Seneca Park Zoo Society is teaming up with the Rochester Americans to create awareness for Polar

Bear conservation. We'll celebrate the importance of Arctic ice in February, with member discounts and Zoo presence at Amerks games all month, culminating in a special game night on Friday, February 23rd, followed by Polar Bear Awareness weekend at the Zoo on February 24-25. Learn more at senecaparkzoo.org/ice.

Zoo Society honored with Environmental Excellence Award



In November, Seneca Park Zoo Society along with partner, the NYS Department of Transportation, were one of seven organizations recognized with the Environmental Excellence Award by the NYS Department of Environmental Conservation (DEC).

The award recognizes New York organizations and municipalities for their state-of-the-art programs and commitment to environmental sustainability, social responsibility, and economic viability. The Zoo Society/NYS DOT team won the award for its work restoring butterfly habitats along Interstate 390.

The project included changing mowing practices along a six-mile stretch of the interstate, creating 93 acres of habitat for pollinators. The project also involved planting pollinator gardens at rest areas to educate the public about the plight of pollinators.

Representatives from DOT and Seneca Park Zoo Society receive the Environmental Excellence Award. Pictured Left to Right: Tom Snyder, Director of Programming and Conservation Action, Seneca Park Zoo Society, Mary Ellen Papin, Maintenance Environmental Coordinator, NYSDOT and Julie Tighe, Assistant Commissioner Intergovernmental and Legislative Affairs, DEC.



Mina Johnson

Nature Journal Club connects students with wildlife & the environment

Last fall, Seneca Park Zoo Society partnered with the Humboldt Recreation Center to provide students in its after-school program the opportunity to join the Nature Journal Club. This program is among many offered by the Zoo Society that connects young people to nature including ZooTeens, Butterfly Beltway, One Cubic Foot, Expeditions, Scout workshops, and more.

Led by Dave Will, Lead Interpreter for Citizen Science, the Nature Journal Club gets students outdoors and connecting with wildlife through naturalistic practices. Nature journaling encourages kids to stop and observe the environment, ask questions about their observations, draw what they see, and add notes to their sketches.

“This program is not only educational for the kids, but extremely fulfilling for me because I’m able to introduce them to the amazing natural resources we have in the area,” said Will.



Mina Johnson

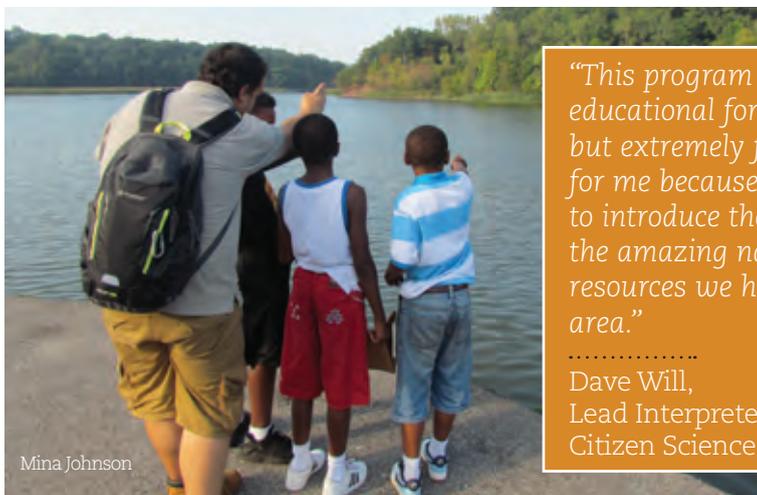
After a couple of afternoons observing and documenting familiar surroundings at their recreation center, the students went on a nature hike at Turning Point Park where they learned to spot poison ivy and identify trees.

“When we first started, their participation was low and they couldn’t see why this would be interesting to people. But their views quickly changed once we began learning how to interact with and explore our local forested parks,” Will commented.

The students also spent an afternoon at Washington Grove Park, where Will introduced them to orienteering and had them follow a mapped course to find a hidden object in the woods.

“It was amazing to see the kids’ interest levels increase exponentially once they learned skills like orienteering, basic tree identification, and a handful of other naturalist practices. Their heightened interest in the natural areas around our city was all I was hoping that they would get out of it and with that, I feel this program was a great success.”

The final meeting for the Nature Journal Club took place at Seneca Park Zoo where the students were treated to a special after-hours tour of the Zoo.



Mina Johnson

“This program is not only educational for the kids, but extremely fulfilling for me because I’m able to introduce them to the amazing natural resources we have in the area.”

 Dave Will,
 Lead Interpreter for
 Citizen Science

In Memory of Betty M. Lohr



In 2017, Seneca Park Zoo Society was honored to receive a bequest from past long-time docent, member, and Zoo fan Betty Lohr who died in 2014.

Lohr was a familiar face around the Zoo, most frequently in the Main Building near the primates from 1985-2007, where she would volunteer as a docent, until health issues prevented her from continuing. Zoo guests were amazed by her wealth of knowledge about all the animals at the Zoo.

Prior to her retirement, Lohr worked for Eastman Kodak Company as a statistician and worked her way up to the head of Payroll at Kodak Office. At Kodak, she joined the Photographic Club, which allowed her to develop and print her own photos, many of which were of the Zoo. Many of her photos were originally used for the ZooParent program and other marketing efforts.

Lohr's passion for life kept her calendar filled. She traveled extensively, was an avid golfer, cross country skier, formed numerous bridge clubs and bowling leagues, and loved to socialize. Her compassion for people led her to become a member of the Zonta organization, where she joined in 1965, and served as president in 1976.

Zoo staff remember her as an extremely educated, sweet, well-loved person. One story that was fondly recounted by several of the animal care staff was when they shared a behind-the-scenes experience with the elephants when they were relocated to their new habitat in Africa. Elephants were top on her list of favorites and she was thrilled to see them explore their new surroundings.

Lohr's contributions, both personal and financial, were recognized at the Forever Wild Society event in November, when she was posthumously made a member of the Society. For information on the Forever Wild Society, or incorporating the Zoo Society into your estate plans, please contact Development@senecazoo.org.



Lohr took this photo of California sea lion Nemo when the sea lions were located in the current alligator habitat.



In this serene photo of the Japanese Macaque, Lohr captured a tender moment among these two primates.



Lohr loved to photograph the birds of the Zoo. Here, she got a perfect shot of the Great Horned Owl and its intense stare.

2018
JAN
FEB
MARCH

Book & Beast

On Wednesdays, bring your little ones to the Zoo for a cuddly story and a special visit from an education animal.
Dates | Every Wednesday through March
Time | 11 a.m. – 11:30 a.m.
Cost | FREE with Zoo admission.

Sponsored by Monroe Veteranarian Associates



Kelli O'Brien

7

Registration
 senecaparkzoo.org/zooBrrrew

Cost
 \$30 for members | \$35 for non-members

Dates
 February 2 & 3
Time
 5 p.m. – 8:30 p.m.

Bundle up and explore Zoo grounds at night at ZooBrrrew during the first weekend in February. Tickets include Zoo admission, live music, comfort food, animal experiences, and a ticket to a summer 2018 ZooBrew. Regional beers and a variety of wines will be available for purchase. *Must be 21 or over to attend.*

ZooBrrrew



Marte Kraus

FEB
2 & 3

Polar Bear Awareness Weekend

Spend the day with us at the Barbara Bonin Bear Habitat in the Rocky Coasts Gallery, and discover the impact of polar bears on the unique Arctic ecosystem. Guests will enjoy interpreted enrichment demonstrations with Aurora, while stations will focus on her daily care and the Zoo's efforts to ensure a sustainable future for polar bears. Be inspired to take action to help save this species from extinction.

Dates
 Saturday, February 24 and Sunday, February 25 | 10 a.m. – 3 p.m.



Marte Kraus

FEB
24 & 25

Family Sleepover at the Zoo

Have you ever wondered what Seneca Park Zoo is like at night? Join us at one of our Family Sleepovers at the Zoo to find out! Families will go on a nighttime guided tour, meet education animals up close, and make a shelter-related craft. Pack your sleeping bags because you'll be staying inside Rocky Coasts Gallery next to the polar bear and sea lions. A pizza dinner, snack, and continental breakfast will be provided

Dates
 January 13 & March 17 | 6:15 p.m. – 9 a.m.

Ages
 For children ages 5-10 & their adult

Cost
 \$70 per adult & child pair | \$60 for members
 One additional person: \$35 | \$30 for members

Registration
 senecaparkzoo.org/sleepover



Dave Zimmerman

2018
JAN 13
MAR 17

Calendar of events

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

ZooCamps

ZooCamp is great for kids with curiosity about animals, wildlife, and the environment. Campers will come home eager to share their new knowledge of, and appreciation for, animals around the world. Whether it's one day or a whole week, ZooCamps include animal experiences, outdoor exploration, hands-on activities, citizen science, and real-word conservation projects. Registration for ZooCamp is quick and easy online. Camps sell out fast, so be sure to review and choose your camps early at senecaparkzoo.org/zooocamp.

School Break Camps

When school is out for winter and spring break, send your child to the Zoo! Campers will spend the week exploring the Zoo, and learning about the animals and their habitats through a variety of engaging projects.

Dates

February 19 - 23, 2018 | Winter Break
April 2 - 6, 2018 | Spring Break

Time

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

Ages

Ages 5 through 9

Cost

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

Save the date for Summer Camps!

It's never too soon to plan for the summer! The Zoo offers preschool and school-age camps from June through August, with a wide range of themes to choose from. Before and after-school care, and a half-day option, will be available. More details about Summer ZooCamp coming soon!

Dates

June 4 - August 24, 2018

Ages

Ages 5 through 9

Day Off Camps

School's off for the day? Send your child to a Day Off ZooCamp! Campers will spend the day looking at all the different classes of animals that call Seneca Park Zoo home. It's just like Summer ZooCamp in a single day!

Dates

January 15, 2018 (Martin Luther King Jr. Day)
April 23, 2018 (Superintendent's Conference Day)

Time

9 a.m. - 4 p.m.

Ages

Ages 5 through 9

Cost

\$40 for members | \$50 for non-members



Mare Kraus



Mina Johnson



Calendar of events

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

Kindergarten

This winter, join us at Kindergarten to play, discover, and learn in a fun, interactive way. Preschoolers and their grown-ups will explore different animals and habitats through games, BioFacts, and engaging, age-appropriate activities. Each class will also get to meet an education animal up close! Kindergarten is offered for 18 months to 3-year-olds or 3 to 5-year-olds.

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

Registration

To view the class schedule and register, visit senecaparkzoo.org/kindergarten



2018
JAN
FEB
MARCH

Austin Quinlan

Bunk with Beasts

Grab your scout troop and join us for a fun-filled sleepover experience at the Zoo! Scouts will enjoy pizza, tour the Zoo at night, work on a project, and meet some animals up close. And don't forget to pack your sleeping bag! We'll be sleeping next to the polar bear and sea lions inside the Rocky Coasts Gallery.

Dates

Boy Scouts | January 5, February 10, March 3, March 23
Girl Scouts | January 19, January 27, February 17, February 24, March 10

Cost

\$25 per scout | \$20 per chaperone, plus a \$100 deposit

More Info

For more information or to plan your own overnight stay, visit senecaparkzoo.org/bunk-with-beasts

Time

5:15 p.m. to 9 a.m.



2018
JAN
FEB
MARCH

Sarah Michaels

ZOO happenings

Catch up on important events & projects.



Wayne Smith

ZOOBOO

Superheroes, unicorns, princesses and more filled the Zoo the last three weekends in October for ZooBoo. This annual fundraiser focused on family adventures and fun, plus a treat bag for each of the ZooBoo adventurers. The animals enjoyed Halloween-themed enrichment from pumpkins to pinatas. ZooBoo, sponsored by Walmart, attracted over 12,000 guests for Halloween crafts, games, an opportunity to dance like a zombie, costume contests, and more. This event raised over \$1,800 for Health in Harmony, our conservation partner to help orangutans in their natural habitat.



Young and old alike, guests kicked off their holiday season with Breakfast with Santa in the Rocky Coasts Gallery surrounded by the polar bear and newly expanded sea lion family. Children visited with Santa, shared their wish list with him, and received a special gift bag, including a commemorative giraffe ornament. The pavilion was transformed into Santa's workshop for crafts, animal biofacts and more holiday fun.

Breakfast with Santa



Sarah Hanson

The Last Animals (High Falls Film Festival)

On Friday November 3, Kate Brooks' award-winning documentary *The Last Animals* was shown to a nearly full theater as part of the High Falls Film Festival at The Little Theatre. Seneca Park Zoo Society was the community partner for the screening. This powerful movie showed an honest and vivid depiction of the elephant ivory and rhino horn trade, and the heroic efforts of the rangers who work to stop poachers. After the movie, a panel discussion featuring Pamela Reed Sanchez, Seneca Park Zoo Society Executive Director, Robin English, Seneca Park Zoo Veterinary Technician and Jim Howe, Executive Director of the Nature Conservancy in Central and Western New York answered questions and inspired the audience with actions they can take to help save animals.

ZOOBRRREW



Dave Zimmerman

On the first Friday and Saturday evening of December, ZooBrrrew was the place to be for the 21 and older crowd. Live music, delicious comfort foods, and s'more-making in the heated pavilion provided a fun atmosphere. Regional beers and wine were available for purchase to top off the event. Each attendee received a ticket to return for their choice of one of six summer ZooBrrrews, these events raised over \$10,000 for International Elephant Foundation's efforts on the ground in Africa.

ZooBrrrew February 2 & 3

Visit senecaparkzoo.org/zooBrrrew to purchase tickets!

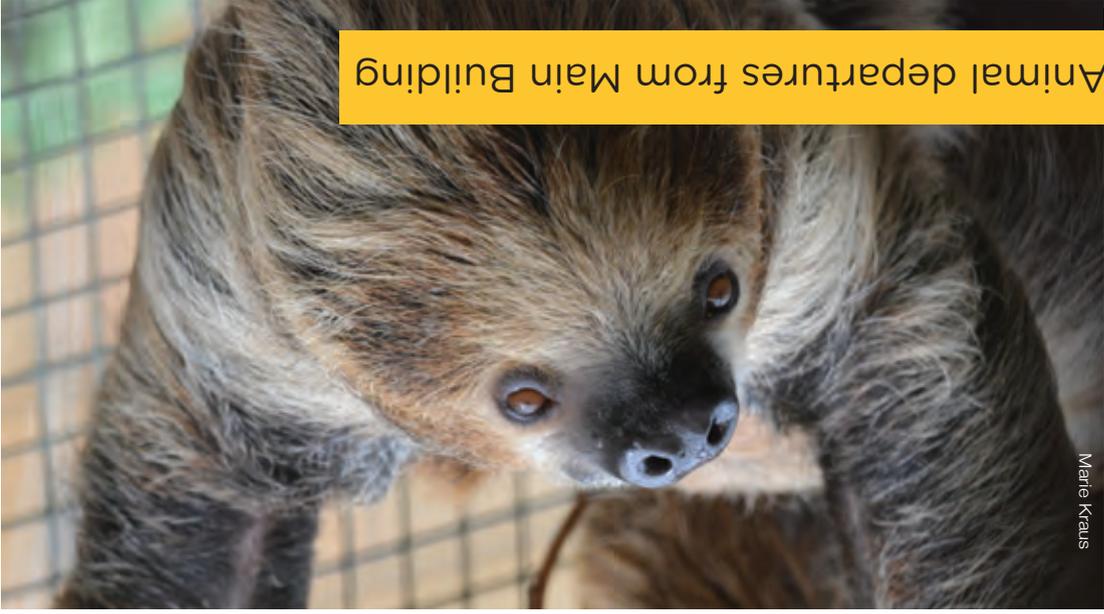
Animal comings & goings



Erlean Snyders

Two California sea lions arrive

In November, the Zoo welcomed Daley and Mary Lou, two female juvenile California sea lions. The sea lions joined us from SeaWorld Orlando, where they were born in 2016. Daley and Mary Lou join Lily and Bob in the sea lion habitat in Rocky Coasts.



Marie Kraus

Animal departures from Main Building

Kumang, the adult female Bornean orangutan, and Genny C the African elephant, each turned 40 just weeks from each other in the fall. Over the years, each has inspired hundreds of thousands of guests to care about and take action for animals in their natural range. Kumang has also made a meaningful impact to the Orangutan Species Survival plan, as she has given birth to four offspring, (including Bella!) some of whom have had offspring of their own.



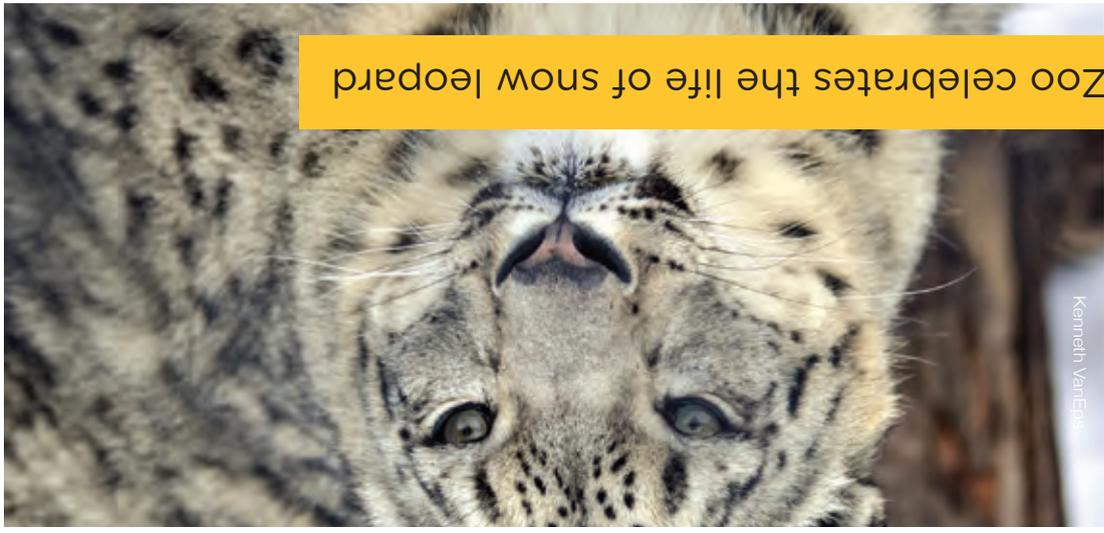
Wayne Smith

Kumang and Genny C each turn 40



Wayne Smith

As part of the transition of animals from the Main Building for its eventual demolition in 2018, several animals departed the Zoo this fall. Lookout the Meerkat departed to Zoo Boise in Idaho. Janice the two-toed sloth departed for Dickerson Park Zoo in Springfield, MO. Golden lion tamarins Shauna and Tolo left for Chattanooga Zoo and Ross Park Zoo.



Kenneth VanEpps

Zoo celebrates the life of snow leopard

Princess, the Zoo's 14-year-old snow leopard, died in November from complications from cancer. The Zoo family celebrates her life and the impact she made connecting hundreds of thousands of guests with these animals and the fewer than 7,000 snow leopards in their natural range. When the new snow leopard habitat opens next Spring, Kaba will get a new companion.

Staff updates



Kelly Ulrich
 Director of Education and Visitor Studies
 Seneca Park Zoo Society

In November, Kelly Ulrich joined Seneca Park Zoo Society as Director of Education and Visitor Studies. Kelly brings great experience to the position, having spent the last 13 years at Potawatomi Zoo in South Bend, Indiana, championing the growth of the Conservation Education Department. In her new role, Kelly will be innovating existing programs and inventing new ones here at Seneca Park Zoo.

Kelly is responsible for directing the creation and implementation of on-site education classes and programs. In her prior position, Kelly established a strategic plan that guided program development and increased program offerings by 375% during her tenure. Her experience in driving growth will also be applied to Seneca Park Zoo Society's volunteer program.

Kelly's passion for zoos and conservation is palpable: she loves sharing conservation stories and is known for being able to talk at length about zoos and hissing cockroaches, which she finds truly fascinating.

Outside of the Zoo, Kelly loves exploring natural spaces, reading, and training her cats, who give high fives and perform other behaviors on cue. Originally from Pennsylvania, Kelly is excited to be back east and looks forward to becoming part of the Rochester community.



Gretchen Spencer
 School and Group Programs Coordinator
 Seneca Park Zoo Society



Heather Rossi
 Special Events Manager
 Seneca Park Zoo Society

Heather Rossi joined the Zoo Society in November as Special Events Manager. Her responsibilities include overall leadership and management for the success of our signature events including Cinco de Rhino, Zoolabation, Jungle Jog, ZooBoo, Breakfast with Santa and third party fundraising events. Her professional experience includes 12 years as the Event Director of Rochester Rotary where she planned and coordinated fundraising events to benefit the Sunshine Campus. Heather enjoys spending time outdoors, volunteering at Lollypop Farm, cooking (she is a Food Network nut!) and spending time with her nieces and nephews.

Gretchen Spencer was hired to a new position as School and Group Programs Coordinator. She had worked as a part-time educator with the Zoo Society last summer. She first developed her passion for conservation and education as a ZooTeen at Seneca Park Zoo over 20 years ago. Gretchen earned a BS in Zoology from Michigan State University and a MS in Secondary Science Education from SUNY Brockport. She taught 7th & 8th grade science at East Irondequoit Middle School. Gretchen will be expanding, developing and managing school and group experiences for K-12 school groups, ensuring all programs meet New York State and Next Gen Science standards. Gretchen is a mom to three boys.

Visit in January & have a coffee or hot cocoa on us!

Kenny Krieger

ZOOZ

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Follow us socially. Visit senecaparkzoo.org



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.

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