Internationally, and in our own backyard, we play a key role in species survival.
On My Mind: Appreciation
Pamela Reed Sanchez  President and CEO  Seneca Park Zoo Society

We’ve reached that time of year when life at the Zoo slows down a bit, and we can take a moment for reflection. This has been an extraordinary year, opening new habitats, successfully achieving accreditation again, welcoming many more guests than in previous years, creating new, meaningful programs that inspire our community, and much more. And since many of us devote the month of November to gratitude, and December is a month full of celebrations, it seems more than appropriate to devote space in this column for appreciation.

Appreciation is a bit different than gratitude, though the words are certainly related. The dictionary defines appreciation as “the recognition and enjoyment of the good qualities of someone or something.” I think the word “enjoyment” is a key part of this definition. Appreciation requires taking the time to not just notice what someone brings to the table, but to take the time to enjoy it.

The biggest, most noticeable changes at Seneca Park Zoo this year were the openings of Cold Asia habitats in June, the opening of Animals of the Savanna in September, the addition of Tram service, and the removal of the Main Zoo Building. Changes like this require multiple partners, supporters, investors, and believers. We appreciate the many contractors and tradespeople who brought the Master Plan Phase I vision to fruition, the individual campaign donors who gave generously to the A Wilder Vision campaign, and the members of the Monroe County legislature for understanding what this Zoo means to the community and voting each year to provide public support and capital improvement project bonds to Seneca Park Zoo.

We appreciate our members, who showed great patience with us this year as they waited for the new habitats to open and understood why our polar bear habitat was empty for many months while we waited for Anoki to join us in September. Your enthusiasm for all things Zoo helps fuel us in many ways.

"Appreciation requires taking the time to not just notice what someone brings to the table, but to take the time to enjoy it."

Thanks to corporate and foundation partners, we were able to launch new programs including ZooScholars and Urban Ecologists, and we continued longstanding impactful outreach programs like the ZooMobile and the Butterfly Belway. We also opened the Center for Biodiversity Exploration in the old ZOT Zone. We appreciate our many corporate and foundation partners who share our vision for reaching school children in meaningful ways, rebuilding pollinator habitat, creating new caddies of environmental leaders, and inspiring our community.

This year, more than 20,000 people attended Zoo Society fundraisers in close to a dozen cities, now including Rochester. Thanks to corporate and foundation partners, working regionally and internationally in actively finding solutions for species survival. Their work helps our animals serve their higher purpose, connecting our guests with animals in natural range and the challenges they face.

To all of you, thank you. You support us in so many ways – from being members and visiting regularly, to following us and sharing your comments on social media, to making extra purchases and donations in support of our mission. Your support is truly appreciated.

If you’ve been out and about in our area’s urban parks this summer, you might have spotted a trail camera, marked with Seneca Park Zoo: wildlife monitoring in progress. Wondering what it was about?

Late this summer, Seneca Park Zoo Society launched the local branch of the Urban Wildlife Information Network, coordinated by Lincoln Park Zoo’s Urban Wildlife Institute. The program is focused on understanding how wildlife and people coexist in urban environments. The Urban Wildlife Information Network studies how animals move through and live in urban areas. Monitoring is happening in close to a dozen cities, now including Rochester, NY thanks to your support.

"The Urban Wildlife Information Network studies how animals move through and live in urban areas. Monitoring is happening in close to a dozen cities, now including Rochester thanks to your support."
Zoo Society staff downloads the photos on a periodic basis. The first collection of the images happened in October. A very wide array of wildlife was captured, including coyotes, wild turkeys, foxes, and of course expected animals like raccoons and deer.

“One of the most surprising things I saw was how wildlife have distinct corridors right through the heart of the city,” commented Dave Will, Lead Naturalist for Citizen Science. “We caught pictures of deer right near Frontier Field!”

Another observation was the prevalence of coyotes in the region. “Coyotes were everywhere,” Dave noted. “From Greece to Webster and down to Scottsville – they were very prevalent.”

The trail cameras will continue to take photos into the winter. In time, more cameras will be added.

“It’s not just about taking pictures,” commented Director of Programming and Conservation Action Tom Snyder, “This data will help us with outreach and education about the prevalence of animals and humans coexisting in our region. Ultimately, awareness can help us all plan and live in better harmony with the wildlife in our area.”

The Zoo Society extends special thanks to Monroe County Parks Department, City of Rochester Parks Department, Town of Greece Parks Department, Genesee Land Trust, and Rochester Institute of Technology for their participation in the project.
This summer, we piloted the Urban Ecologists workforce development program, hiring teens from the urban core and training them in environmental justice, urban ecology, and program delivery. These remarkable young people are becoming ambassadors for the urban environment in their own neighborhoods and are already creating and delivering programs for other urban core youth.

All of these things should give you, our members and supporters, hope for our region – that the programs the Seneca Park Zoo Society creates and implements educate and inspire in ways that will lead to environmental stewardship here in our community.

Hope for our region was also apparent at the Zoo Society’s inaugural Environmental Innovation Awards, highlighting the environmental sustainability efforts of companies, nonprofits, and individuals in our region. It was invigorating to share the stories of the many people who are working to make a brighter future for us all.

And, there is hope for animals – and people – around the globe, thanks in part to the contributions the Seneca Park Zoo Society makes to international conservation efforts. Donations from guests at the front gate, in the ZooShop, and at events throughout the year made it possible to distribute more funds than ever to international conservation efforts. For example, the trail camera programs for snow leopards and lions we support have produced new knowledge about population counts, range of the animals, and feeding and breeding behavior. Our conservation partners use this data to advocate for expanded protected areas and to work more cooperatively with the people sharing habitat with lions and snow leopards.
Your membership helps us create and implement innovative programs that inspire hundreds of thousands of people.

Thank you for your support and for all you do.

In Madagascar, support from our docents and the Zoo Society has resulted this year in planting more than 12,000 trees through a reforestation project managed by our partners at Centre ValBio, including Mahandy Hugues Andrianarisoa. You may recall Mahandy’s visit to the U.S. in 2017; his work with the Zoo Society is helping him fulfill his dream of reforesting Madagascar. While Mahandy grew up in a small village in central Madagascar the trees were gone before he was born, cut down and burned to create lumber, charcoal, and rice paddies. The Zoo Society is now tracking each and every sapling planted and will be using this data to inform donors like you of the impact of their investment.

What a year it’s been! Your membership helps us create and implement innovative programs that inspire hundreds of thousands of people. Thank you for your support and for all you do. As you get ready for the holidays and any year-end giving, please think of the Zoo. You can support the Zoo with things you’re already doing — like shopping online or purchasing holiday gifts. Read more on page 6 of the event side of this issue.

Thank you to our Corporate and Foundation Partners.

$25,000+
Clark Patterson Lee
Entercom Marketing Results Group
The Hallowell Fund
Partners & Napier
Spatola’s Party Rental
The Rabbit Room
Wegmans Food Markets
WROC-TV Channel 8

$10,000+
Bank of America
Brochures Unlimited Advertising, LLC.
Canfield & Tack Commercial Printing and Fulfillment
ESL Federal Credit Union
Lake Beverage Corporation
M&T Bank
Max and Marian Farash Charitable Foundation
Rochester Institute of Technology
The Avangrid Foundation and RG&E
Walmart
Xceed Financial Credit Union

$5,000+
Admar Supply Company Inc.
Bond, Schoeneck & King, PLLC.
Coca-Cola Refreshments
Constellation Brands, Inc.
crosby-brownlie, Inc.
Hamilton Stern Construction LLC
LeChase Construction Services, LLC
Marie C. & Joseph C. Wilson Foundation
William G. McGowan Charitable Fund
Monroe Veterinary Associates
Riedman Companies
Stifel Investment Services: The Brown Group
Thomson Reuters
UA Local 13 Plumbers, Pipefitters & Service Techs
USA Payroll, Inc.
Wendy’s of Rochester
Woods Oviatt Gilman LLP
Dr. Seth Zeidman and Dr. Eva Pressman

$2,500+
Alstom Signaling Foundation, Inc.
Audio Images Sound & Lighting Inc.
Best Times Financial Planning
The Bonadio Group
Brown & Brown of New York, Inc.
C.P. Ward, Inc.
Daisy Marquis Jones Foundation
DeCarolis Truck Rental
DGA Builders
Diamond Packaging
Excellus BlueCross BlueShield
Exodus Exterminating Inc.
Fiandach & Fiandach
I.B.E.W. Local Union #86
KeyBank
Manning Squires Hennig Co. Inc.
MedVed Running & Walking Outfitters
National Electrical Contractor Association–Rochester, NY Chapter
OppenheimerFunds, Inc.
Paychex Inc.
Sinclair Broadcast Group
Zweigle’s Inc.

$1,000+
Accountable Digital
Boylan Code, LLP
BSG Building Services Group
Buckingham Properties
Canandaigua National Bank
Citizens Bank
DAVE- Digital Audio Visual Environments
The Dolomite Group
Manitou Concrete Co.
Five Star Bank
Five Star Improvements
Flaum Management Company, Inc.
Foresters Financial
The Joseph and Anna Gartner Foundation
Harris Corporation
Herman and Marlene Duerr Fund
Landsman Development Corp.
Manning & Napier
Norry Management Corp.
Nosh
PASCO Building Automation Systems
Rath Electric, Inc.
Regent Financial Group LLC
Rita’s Italian Ice
Rochester Kung Fu & Fitness
Secret Ingredient Cupcakery
Sirness Vending
SMART Local 46
Spectrum
Wilmorite

Your support helped plant more than 12,000 trees in Madagascar.
We encourage you to support your Zoo with year-end giving! There are many ways to do so:

- **CauseWash**: Give discounts at local car washes while making a donation to Seneca Park Zoo Society! Get packages for car washes at locations like Delta Sonic and Laserwash. Learn more at https://rochester.causewash.com/partners/senecaparkzoo.

- If you are considering end of year charitable donations, we encourage you to think about your Seneca Park Zoo. Your support helps us further our education and conservation efforts, inspiring more of our community to take action to help endangered species. If you are 70 ½ or older, you can make a tax-free distribution from your IRA to Seneca Park Zoo Society. To make a gift of any size, call 585.336.7217 or visit senecaparkzoo.org/myzoo.

- **Holiday Shopping**: Consider the Zoo for your holiday shopping! Give the gift of Seneca Park Zoo. Zoo gifts will bring joy and unforgettable experiences for your loved ones. We have options for all ages and price points, including:
  - Zoo membership: Buy a membership as a gift and get a free Zoo Adventure Kit!
  - ZooBrew gift package
  - ZooParent packages that fund enrichment for animals
  - Behind the Scenes Tours
  - Set of 6 Zoo branded glass pint glasses
  - Gift certificates for ZooCamp
  - Commemorative bricks
  - And more!

Visit senecaparkzoo.org/zoogift to start your holiday shopping early. Your purchases help save animals from extinction!
KinderZoo

Bring your preschooler to a KinderZoo class to play, discover, and learn in a fun and interactive way. Explore different animals and habitats through games, biofacts, and age-appropriate activities. Each class gets to meet a program animal up-close and learn all about them.

<table>
<thead>
<tr>
<th>Time</th>
<th>Ages</th>
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<tbody>
<tr>
<td>10:15 a.m.</td>
<td>18 months – 3 years old</td>
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<tr>
<td>11:30 a.m.</td>
<td>3-5 years old</td>
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Cost

- $5 for Zoo members
- $7 for non-members

Registration

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

Family Sleepover at the Zoo

Have you ever wondered what your Zoo is like at night? Join us at a Family Sleepover to find out! Families will go on a nighttime guided tour, learning about everything the animals in our care need to survive, while looking for them in their habitats. The night is spent inside Rocky Coasts Gallery next to the California sea lions and Anoki, the polar bear. A pizza dinner, snack, and continental breakfast will be provided.

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<thead>
<tr>
<th>date</th>
<th>Time</th>
<th>Cost</th>
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<tbody>
<tr>
<td>December 1</td>
<td>6:15 p.m. – 9 a.m.</td>
<td>$60 for members</td>
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<tr>
<td></td>
<td></td>
<td>$70 for non-members (per adult &amp; child pair)</td>
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<td></td>
<td></td>
<td>One additional person: $30 ($35 for non-members)</td>
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Registration

senecaparkzoo.org/sleepover

Movie Screening & Discussion

Join us for this exclusive screening of the award-winning and provocative documentary Trophy, which explores the dilemma of big game hunting and its connection to conservation. Craig Packer, Director of the Lion Research Center at University of Minnesota will lead a discussion after the movie.

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<tr>
<th>date</th>
<th>Time</th>
<th>Cost</th>
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<tbody>
<tr>
<td>December 1</td>
<td>2 p.m.</td>
<td>$5</td>
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Location

Little Theatre

Tickets

Senecaparkzoo.org/trophy

ZooBrrrew

Grab your hat and gloves and attend our winter version of ZooBrew. Tickets for this event, held on both Friday and Saturday night, include Zoo admission, live music, delicious comfort foods, a s'mores station, and animal experiences in our heated Eagles Landing Pavilion. Each guest will receive one ticket for use at any 2019 Summer ZooBrew. Beer and wine will be available for purchase. A portion of each ticket sold supports the International Elephant Foundation. Must be 21 or over, with valid ID, to attend.

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<thead>
<tr>
<th>dates</th>
<th>Time</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>December 7 &amp; 8</td>
<td>5 p.m. to 8:30 p.m.</td>
<td>$30 ($35 for non-members)</td>
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<td></td>
<td>Gates close at 7</td>
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Breakfast with Santa

Celebrate the holiday season at Breakfast with Santa! Enjoy a delicious, hot buffet breakfast while watching the polar bear and sea lions in the Rocky Coasts Gallery. Children of all ages can share their wish list with Santa and receive this year's commemorative ornament in a goodie bag to take home.

After breakfast, stop by Santa's Workshop in the Eagle's Landing Pavilion to make a craft and have more holiday fun. Breakfast with Santa at Seneca Park Zoo has become a family holiday tradition for many, and with our new Animals of the Savanna expansion, this is a great year to make it one of yours!

<table>
<thead>
<tr>
<th>dates:</th>
<th>Time:</th>
<th>Cost for members</th>
<th>Cost for non-members</th>
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<tbody>
<tr>
<td>December 8, 9, 15 &amp; 16</td>
<td>8:30 a.m., 10 a.m., or 11:30 a.m.</td>
<td>Adult (ages 12-62) $17.50</td>
<td>Adult (ages 12-62) $19.50</td>
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<tr>
<td></td>
<td></td>
<td>Youth (ages 3-11) $12.50</td>
<td>Youth (ages 3-11) $14.50</td>
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<tr>
<td></td>
<td></td>
<td>Children 2 and under $5</td>
<td>Children 2 and under $5</td>
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Tickets:

Reserve now at senecaparkzoo.org/santa. This event will sell out, so don’t wait to make your reservations!

Holiday Hours

Seneca Park Zoo is open 362 days a year. We will be closed on Thanksgiving Day, Christmas Day, and New Year’s Day. The Zoo’s dedicated animal care team will continue to care for the animals on these days.

Holiday decorations will be up and about throughout the Zoo, and the Holiday Shop is open and ready to take your order. Santa will be in the visitor center daily from 12:00 noon – 3:00 pm. The Santa photo booth will be open at 12:00 noon and operate on a first-come, first-served basis.

Don’t forget to check out Seneca Park Zoo’s other 2018 holiday events:

- December 1: Breakfast with Santa
- December 7 & 8: ZooBrrrew
- December 18: Zoo Lights
- December 22 at 10:00 a.m.: Meeting Santa in the Visitor Center
- December 22 at 1:00 p.m.: Animal Adventure with Santa
- December 22 at 2:00 p.m.: ZooLights
- December 22 at 3:00 p.m.: Santa’s Workshop in the Eagle’s Landing Pavilion

Seneca Park Zoo is open 365 days a year. We will be closed on Thanksgiving Day, Christmas Day, and New Year’s Day. The Zoo’s dedicated animal care team will continue to care for the animals on these days.

Calendars of Events

Mark your calendars for what’s next at your Zoo.
Calendar of Events
Mark your calendars for what’s next at your Zoo.

Animal Comings & Goings

Denise Wells

In September, the Zoo community was delighted to welcome polar bear Anoki. This 22-year-old bear was born at Seneca Park Zoo in 1996 to parents Aurora and Yukon. Anoki left Seneca Park Zoo in 1998 to go to Albuquerque Biological Park. In 2008 she moved on to Maryland Zoo where she quickly became a guest favorite. Since her return this fall, Anoki has been known to spend a good amount of time outdoors, enjoying her whole habitat.

Seneca Park Zoo has been home to polar bears for over 55 years. We are delighted to have Anoki back as part of our Zoo family.

Book & Beast
Every Wednesday, bring your little ones to the Zoo to enjoy an animal-themed story and have an up-close experience with one of our program animals.

Dates
Every Wednesday through March

Times
11 a.m. – 11:30 a.m.

Cost
Free with Zoo admission

Sponsored by Monroe Veterinary Associates

More info
senecaparkzoo.org/bookandbeast

Veterans Week
County Executive Cheryl Dinolfo and Seneca Park Zoo officials are pleased to announce a special admission offer for veterans and active military in honor of Veterans Week. Guests with a valid military ID will receive free admission for themselves and one free youth. Experience the beauty of fall at the Zoo with family and friends this week. Thank you for your service.

Dates
November 10–18

Times
10 a.m. to 3 p.m. Grounds remain open until 4.

Day Off ZooCamp
When school is out, send your child to the Zoo, where we will spend the day learning about animals and exploring outdoors. Our experienced camp leaders and educators will guide your child in a variety of nature-themed enrichment activities.

Dates
November 12 (Veterans Day)
December 28 (Holiday Break)

Times
9 a.m. to 4 p.m.

Ages
5 through 9

Cost
$40 for members
$50 for non-members

Registration
senecaparkzoo.org/dayoff

Spotted hyena Lou turned 26 in early October, making him the oldest hyena in human care in the U.S. This important moment was celebrated with special enrichment and keeper chats on October 6. Zoologist Mary Ellen Ostrander attributes Lou’s long life to “good genetics, a low-stress lifestyle, as well as an excellent diet and veterinary care.”

Anoki comes home!

Lou is oldest hyena in human care
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.