2007 BUFFALO ZOO ANNUAL REPORT
The Zoological Society of Buffalo, Inc. is an independent, non-profit corporation organized for the establishment, maintenance and operation of the Zoological Gardens; for the education and recreation of the people and visitors of the Niagara Frontier; for the advancement and encouragement of the science of zoology; for the practice of conservation of the world’s wildlife; and for the exhibition of diverse species of animals throughout the world.

Zoo Attendance
2007 412,369
2006 391,729
2005 370,311
2004 363,182
2003 347,083

FROM THE PRESIDENT

Donna M. Fernandes, Ph.D.

last summer’s marketing slogan, “Wild in Progress,” accompanied by whimsical images of an elephant and a blue and gold macaw wearing construction hats, accurately set the tone for 2007. During twelve months of construction on the South American Rainforest exhibit, we transformed a flattened demolition site into a three-story structure that now dominates the Zoo’s skyline. We also completed major repairs to our Wild Place Theater, Zoofari Courtyard, Boze Zone, Carousel and Lorikeet Landing exhibit—all damaged by the October snowstorm of 2006. Finally, we painted, replaced the skyline and added graphics to our gorilla habitat.

The development office was extremely busy this year with two new campaigns. The year began with the kick-off of our “I Love Elephants” campaign on Valentine’s Day. Since we had only six months to raise $1 million to reconﬁgure our elephant quarters to maintain our Association of Zoos and Aquariums (AZA) accreditation, we appealed to the Western New York community for help. The response was overwhelming. Schools, businesses and organizations sold 25,000 wristbands for $3 each. They also held fundraisers, car washes, bake sales, concerts and other community events on our behalf. Even Perry’s Ice Cream, one of our sponsors, produced a new flavor called “Nutty Business,” with 5 percent of the total sales going to the Elephant House campaign. The grassroots fundraising in the community was able to raise half of the money for the Elephant House.

A $500,000 grant from the Margaret L. Wendt Foundation put the “I Love Elephants” campaign over the top.

In partnership with the Western New York Veterinary Medical Association and the Niagara Frontier Veterinary Society, we also launched our “Show Us Your Stripes” campaign for the Zoo’s animal hospital in May. Area veterinarians raised more than $100,000 by soliciting their clients, vendors and practices. We were also grateful to receive $350,000 from the James H. Cummings Foundation, $10,000 from the Josephine Goodyear Foundation and $250,000 from Peter Vogt and the Vogt Family Foundation. Additionally, the Zoo’s participation in a “green” initiative for HSBC to promote paperless banking resulted in a $90,000 grant and completed the hospital campaign with more than $650,000 raised.

Caitlin 2007, “Partly With the Pachyderms,” was also extremely successful! Thanks to Buffalo Zoological Society Board of Directors member and event chair, Scott Bieler, and the entire Caitlin committee, we netted more than $117,000 for the Zoological Society of Buffalo Foundation, Inc.

We are also proud to report that the Annual Fund total of $310,000 surpassed our goal of $250,000 and that membership brought in $903,178, which was $60,178 over budget.

In our marketing department, we welcomed Cingular Wireless, the new AT&T, to the Zoo’s sponsorship family for the first time. Fisher-Price joined us for the second consecutive year. Along with two new interactive tables for the Black Forest petting area and toy donations to the Cub Club program, Fisher-Price presented this year’s Party For the Planet on August 11 and was a supporting sponsor of our Howl-O-Ween Hayrides event in October. Time Warner Cable joined us for the first time as the sponsor for the Zoo’s new tiger cubs for two years.

An exciting array of special events also lured visitors to the Zoo throughout the year. The value-added events and good weather helped to push attendance to 412,369 visitors, an increase of 20,000 from 2006!

The animal department spent 2007 knee-deep in construction, monitoring progress on the South American Rainforest and completing designs for the Elephant House and Veterinary Hospital. The collection increased dramatically with the acquisition of key species for the new Rainforest exhibit, including the giant anteater, tamandua, six-legged armadillo, ocelot, capybara, squirrel monkey, vampire bat, piranha, anaconda, dwarf caiman and a variety of birds (blue-crowned motmot, tanager, boil-billed heron and chestnut-mandibled toucan). In addition to the Rainforest animals, we picked up a male sea lion from the New York Aquarium to house with our two other bulls. A spotted hyena pup, confiscated at the Miami International Airport, was given to us from the U.S. Fish and Wildlife Service (USFWS), and we received a female Dama wallaby from the Como Zoo. As per Species Survival Plan (SSP) recommendations, we also received an adult male gorilla from the Memphis Zoo and exchanged tigers with the Milwaukee County Zoo.

The expertise and perseverance of Animal Curator, Kevin Murphy, and the reptile keepers resulted in the successful breeding of the Mexican bearded lizards; They are rarely produced in captivity, and the success is the culmination of more than 20 years of work with the species. Additionally, the Cinereous Vulture SSP is especially pleased with our success in the parent-rearing of our chick. This is the first chick to be reared by these adults.

In May, we also welcomed Dr. Kurt Volle as our new veterinarian. Dr. Volle has considerable clinical experience from years in private practice, as well as part-time positions at the Columbia Park Zoo and Indianapolis Zoo.

The grounds and maintenance departments stayed busy, and we certainly appreciated additional help. The Arborists and Nurserymen Association once again conducted their Arbor Day project at the Buffalo Zoo on April 28, with the Zoo closed to the public so they could perform their tree trimming work. We also received some exciting news that a Boy Scout wanted to do his Eagle Scout project here at the Zoo! We suggested to him that he could remove the pavers in the center court about 12 feet from the doors leading toward the Elephant House and nocturnal exhibit, re-grade the base and then reinstall the pavers to eliminate the steps, which were preventing the doors from being wheelchair and stroller accessible. The Scout and his group of volunteer Scouts and parents did a wonderful job, and the doors are now fully functional. Eagle Scouts will also continue refurbishing the black cast iron benches by sand blasting, painting and applying new lumber and bolts. So far, the Eagle Scout Alumni has completed refurbishing 23 benches.

Other notable highlights of 2007 include: the launch of our Spanish ZooKey™ program in partnership with Hispanics United of Buffalo; the creation of a new e-newsletter that is distributed once a month; becoming a smoke-free facility; being selected as one of the few cultural attractions in Erie County to be featured along the Great Lakes Seaway Trail that runs from northeast New York to Pennsylvania; and being re-accredited by the AZA for another four years.

The year ended with word from New York State’s Office of Parks, Recreation and Historic Preservation, that we received an Environmental Protection Fund grant of $400,000 for our new Heritage Farm Children’s Zoo. We also received a grant of $19,610 from the Community Foundation for Greater Buffalo to update our master plan for Phase II construction.

We appreciate the support we have received from members of the Western New York community as we continue to renovate our facility to enhance the lives of our animals, as well as improve the visitor experience. We look forward to an exciting 2008 as we celebrate the opening of the South American Rainforest!
RENOVATIONS AND UPCOMING EXHIBITS

Elephant House

Built in 1912, the Zoo's Elephant House is a fine example of classic zoo architecture, but the facility's interior holding area currently falls short of the Association of Zoos and Aquariums' (AZA) updated regulations by 130 square feet. While the building's exterior will not undergo any major changes, the interior will be redesigned to increase the holding area from the current 1,050 square feet to 1,800 square feet, which is well above the new standard of 1,200 square feet to house three female Asian elephants.

The estimated cost of the project is approximately $1 million, and thanks to the generosity of the members of the Western New York community and the Margaret L. Wood Foundation, who supported the "I Love Elephants" campaign, which raised money for the renovations, the Zoo met its financial goal and was re-accredited by the AZA for another four years. Renovations are scheduled to begin in the spring of 2008.

Veterinary Hospital

In addition to securing funding for the renovation of the Elephant House, the Buffalo Zoo was also required to raise money for the expansion of the veterinary hospital to maintain its accreditation with the Association of Zoos and Aquariums (AZAs).

Named after the long-time Zoo veterinarian who also helped establish The Western New York Veterinary Medical Association, the Niagara Frontier Veterinary Society and the Buffalo Academy of Veterinary Medicine, Frank E. McClelland, Sr. Veterinary Hospital was built in 1967. At that time, it was considered to be one of the finest veterinary facilities in the country. To meet the updated standards recently developed by the American Association of Zoo Veterinarians (AAZV), the Buffalo Zoo must increase the hospital's quarantine space and add an aseptic surgical suite, as well as an air handling system to reduce the spread of infectious disease.

The renovations, which are estimated to cost approximately $1.5 million, will expand the Hospital by 2,500 square feet. In addition to doubling the size of the Hospital's laboratory facilities, the renovations will also triple the amount of available quarantine space. Separate areas for animal preparation, surgeon's scrub and post-operative recovery will also be established.

Thanks to a challenge grant from Peter Vogt and the Vogt Family Foundation, the leadership of local veterinarians, their practices and clients, and several grants from corporations and foundations, the Zoo is able to move forward with the expansion project. Work is scheduled to begin in 2008.

South American Rainforest

Construction continued on the Zoo's South American Rainforest. Affectionately known as the "crown jewel" of Phase One of the Zoo's master plan, the $16 million fully-enclosed rainforest exhibit is designed to be a memorable and educational experience unlike any other in Western New York.

M&T Bank Rainforest Falls is modeled after the tepui region of Venezuela, which is home to Canaima National Park and Angel Falls—the world's tallest waterfall. A variety of South American species will be housed in the 18,000 square foot rainforest, including the ocelot, giant anteater, tamandua, capybara, dwarf caiman, vampire bat, anaconda, piranha, squirrel monkey, brown capuchin, black howler monkey and white-faced saki. Visitors will also be able to spot dozens of free-flighted bird species, including the scarlet ibis, roseate spoonbill, boat-billed heron, sun bittern and blue-crowned motmot.

The exhibit's "visitors' center" will support the Zoo's mission of conservation and education through games, sounds, lift and drop signage (with key words in both English and Spanish!) and touchable models. This new exhibit is scheduled to open in the summer of 2008.

ANIMAL COLLECTION AND INVENTORY

<table>
<thead>
<tr>
<th>Mammals</th>
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<tr>
<td>Birds</td>
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TOTALS 169/1,125

These numbers do not include Education Department animals; otherwise, all species and specimens physically at the Buffalo Zoo are counted. Counts indicated by * are estimated.
"The Use of AFLPs to Find Molecular Markers in Amur-Bengal Tiger Hybrids"
Tiffany Scharadin, Oswego College
The study explores the identification of a specific marker to identify hybrid tigers in the captive population.

"Gauging Bite Strength at Different Gapes of Lions and Tigers"
Frank Mendel, Ph.D., SUNY Buffalo Department of Anatomy
Fluid-filled, gauged, puncture proof, non-toxic hoses of different diameters were presented to lions and tigers in order to gauge their bite strength. Data collected will be applied to extinct saber-toothed cats.

"Correlations of Arousal and Vocal Output in Asian Elephants"
Jennifer Schneider, graduate student, Department of Biology, SUNY at Buffalo
The purpose of this study is to examine the relationship between arousal and vocal output in captive Asian elephants.

"Swim Pattern as an Index of Adjustment Following a New Animal Introduction in the California Sea Lion"
A. Groszkowski, K. Napoli, G. Aquilina, M. Noonan; Canisius College and Zoological Society of Buffalo
This is a behavioral study involving observations of three California sea lions. It was presented at the International Marine Mammal Trainers Association.

"Pregnancy Diagnosis Through Urine Hormone Analysis in Giraffes"
Janine Brown, Nichole Abbondanza, National Zoological Park Conservation and Research Center; Gerald Aquilina, Vicki Hodge, Buffalo Zoo
The purpose of this pilot study is to determine if pregnancies in giraffes can be accurately diagnosed through urine hormone levels.

"Olfactory Enrichment for Ring-Tailed Lemurs at the Buffalo Zoo"
Katie Struck, SUNY at Buffalo
The study tests the effect of scents on the behavior of ring-tailed lemurs.
The programs offered through the Zoo's education department remained very popular this year, and the staff continued to work hard in creating new programs to ensure there are exciting opportunities for every age group.

This year, a program made possible through an HSBC grant was written for preschoolers. The action-packed "I Love Nature" program was created to encourage young kids to connect with nature in a meaningful way. Once it is reviewed by preschool and kindergarten teachers, it will be ready for pilot testing.

Additionally, after submitting a course proposal to the Buffalo Teacher Resource Center to provide professional development for teachers in the Buffalo Catholic School system, the Zoo was pleased to receive notification that the course proposal was accepted and would be funded. The course in environmental education began on October 3 and ran through the middle of December.

The Buffalo Zoo has also agreed to be a partner in a Math Science Partnership grant for which the Buffalo Public School System is applying. The grant focuses on teacher professional development in the area of science. The Zoo's role will be to work hard in creating new programs to ensure there are exciting opportunities for every age group.

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Education
Warm Up With The Cold-Blooded
On January 13, reptile lovers enjoyed hot chocolate and coffee generously donated by Sysco Food Services, listened to keepers talk, and observed animal handling demonstrations and feedings.

Family Valentine’s Day
The second annual Family Valentine’s Day event was held on February 11. More than 150 visitors braided the chilly weather to enjoy animal enrichment activities, crafts, story-time, snacks and docent presentations.

Silence in Panama at Canisius College
On February 15, Kevin Murphy, the Zoo’s animal curator, and John Kast, the lead keeper in the Zoo’s herpetology department, gave a presentation at Canisius College on amphibian conservation. Topics discussed included the threat of chytrid fungus in the wild, as well as Kevin and John’s experiences working on Project Golden Frog in Panama.

Cool Cats Weekend
Visitors celebrated everything cats at this event, which took place on March 24 and 25. The event featured aerval presentations, keeper talks, crafts and enrichment activities for the Zoo’s lions, tigers, servals and snow leopards.

Wings of Spring
Launched on May 6, this new event marked the beginning of an annual tradition of International Migratory Bird Day. Activities included bird talks and animal presentations, as well as the chance for visitors to meet with local birding groups and other outdoor and wildlife organizations.

Elephantastic Weekend
Presented by Perry’s Ice Cream, this annual event was held on June 9 and 10. Event highlights included Bathtime with Buki, Elephant Painting With Swaraa, keeper talks and enrichment activities. Perry’s Ice Cream was also on hand to distribute free samples of their new flavor, “Nutty Business,” which was made specifically to help raise money for the Zoo’s Elephant House renovation project. Elephantastic Weekend also culminated the four-month long elephant wristband campaign, and the top-selling winners were announced. Additionally, the Niagara Frontier Frontier Board distributed free books as part of the “Wild About Reading” program.

Earth Day Expo
The Buffalo Zoo, along with the WNY Earth Day Committee, hosted this event on June 23. The Earth Day Expo offered visitors the opportunity to meet with area environmental groups to learn how to make healthier choices for our planet. Other activities included a children’s scavenger hunt and the chance to win a free kid’s bicycle, donated by Ski Market. In support of the Zoo’s participation in the Eco-Cell program, visitors also received $1.00 off regular Zoo admission per cell phone they donated during the event.

Party For the Planet
Presented by Fisher-Price, this celebration was held on August 11. Visitors explored special stations to learn more about conservation, as well as took part in games and other fun activities to learn how we can all give back to our planet. Kids also had the chance to meet Fisher-Price’s newest friends in person, explore the 40’ x 40’ play space and watch a space adventure starring the Planet Heroes from “Harry Potter: Special Screening”

On August 11, Harry Potter fans were invited to the Palace Theatre in Lockport to watch the newest film in the series, “Harry Potter and the Order of the Phoenix.” Tickets were $7 each, with a $2 discount for those dressed as their favorite Harry Potter character. Basket raffles also highlighted the event. Approximately $1,300 was raised in support of the Zoo’s “Show Us YOUR Stripes!” Veterinary Hospital campaign.

Buki’s 50th Birthday Bash
It was a party fit for a pachyderm! Visitors were invited to attend this celebration on August 26 to join Buki in celebrating her special day. Activities included singing “Happy Birthday” to Buki, elephant demonstrations, games, raffles and crafts. The event was presented by Perry’s Ice Cream, who generously handed out free samples of the ice cream flavors “Birthday Bash” and “Nutty Business.” Tops Markets also provided the birthday cake.

Howl-O-Ween Hayrides
The Buffalo Zoo’s 11th annual Howl-O-Ween Hayrides were held on October 19, 20, 26 and 27. Sponsored by Tops Markets and Fisher-Price, this family-friendly event drew a total of 1,742 visitors, who enjoyed hayrides, treat stations, games, apple cider and donuts.

Friends of the Zoo
The Board and Staff of The Zoological Society of Buffalo, Inc. would like to thank all of the individuals and organizations listed below. All leadership gifts made during the 2007 calendar year are acknowledged here. Every effort has been made to ensure accuracy. If you notice any mistakes or omissions, please notify the Development Office at the Buffalo Zoo. We are grateful to all of our donors for their continuing support and generosity.

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ZooSociety of Buffalo Foundation, Inc.

Elephants Campaign
The Buffalo Zoo would like to thank all of the thousands of people and organizations in Western New York who worked so diligently and gave so generously to raise more than $1,000,000 to renovate the Elephant House. Listed below are the donors who made leadership gifts of at least $1,000.

The Margaret L. Wind Foundation
Accumed Technologies, Inc.
Anonymous (3)
Aptitude for Learning
Susan & Jeff Brich
Ehster & Edward Bergmann
Buffalo Public School,
Charles Drew Science Magnet #59
Buffalo Public School,
Charles Drew Science Magnet #90

Show us your Stripes,
the campaign for The Vet Hospital Expansion
In order to expand and update the Frank E. McCelland Veterinary Hospital, once again the Western New York community assisted the Buffalo Zoo with its generosity. Assisted by many local veterinarians, the Zoo was able to secure the funds necessary to enlarge and enhance this all important facility. Leadership donors are listed here.

4-H Club
Atech Diagnostics

Barr & Associates
Andrea & Michael Bello
Blue Cross Animal Hospital
Brighton Eagger Animal Hospital
Buffalo Tobacco & Candy Table
Checktown Veterinary Hospital
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The Vogt Family Foundation
Pamela & Peter Vogt
Mary Clare Ward

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James van Oss & Rosanne Frandina
ADOPT-AN-Animal for 2007
Our Adopt-an-Animal program helps us pay the zoo's grocery bill each year. Adopt an Animal parents sponsor a healthy diet for their adoptee for one year. Those listed below have made gifts of $100 or more to support the many animals in our care. Thank you for your support and concern.

AAA Golden Contributors ($500+) Mr. & Mrs. Richard Bryan
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Ms. Lisa Marie Oltzewski
Mr. & Mrs. John Oltzewski
Pediatric Cardiology Associates of Ms. Charlene Picard

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2007 Operating Statement

Revenues Total $6,118,116

- Admissions $1,134,407 18.5%
- Guest Services $1,007,395 16.5%
- Sponsorships $169,250 2.8%
- Contributions $487,736 8.0%
- Membership $928,539 15.2%
- Special Events $88,285 1.4%
- Miscellaneous $111,494 1.8%
- Public Support $1,886,965 30.8%

Expenses Total $6,098,811

- Personnel $3,251,508 53.3%
- Materials/Supplies $1,429,881 23.5%
- Other $1,417,422 23.2%

Net Surplus $19,305