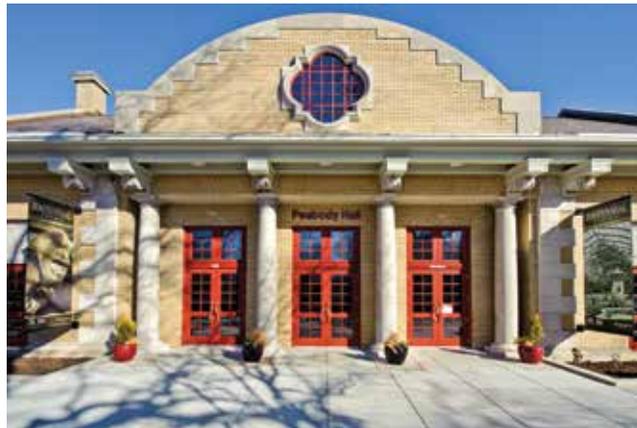


## A Message from the Saint Louis Zoo

# 100 Years and Roaring

“100 Years and Roaring.” That was the theme of our Zootennial celebration, and we did, indeed, roar loudly. We celebrated our first 100 years by renovating the oldest building on our grounds – the former elephant house, built in 1917. Only the Flight Cage pre-dates this grand old structure. The old elephant house is now Peabody Hall, and it holds a wonderful exhibit on the history of our beloved institution. This exhibit, presented by First Bank and created in partnership with the Missouri History Museum, includes photos, artifacts, and historic film footage, along with my personal favorite exhibit, a 1960s era living room with a vintage TV set running episodes of Marlin Perkins’ classic show, “Mutual of Omaha’s Wild Kingdom.” Of course, we have to run the commercials, too. How can anyone forget Dana Brown’s Safari Brand Coffee (which came in beautiful cans that were ideal for use as home canisters)!



The exhibit was a huge success, with an attendance of 225,096 so far, and it remains open to the public. Our model of Siegfried the walrus was voted the top attraction. He pops up and sprays unwary visitors, just as this iconic animal did in real life. But it was Phil the gorilla and Miss Jim that evoked the greatest outpouring of memories. For years Miss Jim was queen of the Zoo just as Phil later reigned as king. Along with the exhibit, we published “Animals Always” with the

# A Message from the Saint Louis Zoo

financial support of the Bernoudy Foundation and in cooperation with the University of Missouri Press. It has now sold more copies than any other book in our gift shop's history. We topped off the celebration with a prime-time KSDK-TV special that aired twice. I would be remiss if I didn't thank Peabody Energy for their generous gift of \$2.5 million, which made the renovation possible.

## Animals • Research WildCare Institute Animal Health

Our Zoo has always been about the animals, and 2010 saw major additions to the Zoo's family. In Red Rocks we had two lesser kudu born (our Zoo's logo species), along with a takin, a bongo, a giraffe and a camel. Plus we had another Somali wild ass born – one of the most endangered species in the horse family. Our Primate Department saw the birth of twin black and white ruffed lemurs and a baby sifaka (another species of lemur). Our Hoessle Herpetarium had so many rare births it would be impossible to list them all here, but a quick tally shows that five different species of venomous snakes reproduced at the Zoo were from ranges spanning the distance from Africa through Armenia, all the way to China. And speaking of Armenia, two national parks were established there, thanks in part to the efforts of Jeff Ettling, our Curator of Herps/Aquatics. A Matschie's tree kangaroo peeked out from

mom's pouch in the Emerson Children's Zoo this past November, and the Bird Department brought in rare horned guans from Mexico.

Almost all of these species have tremendous conservation value. As an example, the Zoo sent the Curator of Birds, Mike Macek, to the island of Saipan in the South Pacific to bring back several pairs of beautiful golden white-eyes. These birds face imminent extinction if and when the brown tree snake, a vicious invasive species, comes to their island paradise. Our Zoo has successfully bred these birds. We are only the second zoo in North America to successfully breed them, just as we have with the Micronesian kingfisher, a bird that is now extinct in the wild as a result of the tree snakes' arrival on the island of Guam.



Monsanto Insectarium produced 468 endangered American burying beetles, 156 of which were reintroduced back to the wild. Of course, we continue to look for any remaining beetles in our home state and anticipate doing releases in Missouri someday soon. Closer to home, we continue to research the insect life in Forest Park,



training young students to help understand the lives of pollinators in our own backyard.



This past year saw numerous important efforts for animal collections around the world that have their genesis right here. If we are going to have

animals in zoos 100 years from now, we need to make sure the species are sustainable today. One notable research project focused on bumble bees and resulted in the creation of a global group dedicated to protecting these vital pollinators.

# A Message from the Saint Louis Zoo

As many of you know, the goal of our Species Survival Plans (the computerized dating services that we use to manage animal breeding) are designed to ensure that we can preserve 90% of the genetic variability of the animals in our care 100 years from now. At present, there are many species, like the cheetah, for which we can't deliver on our promise.

Yet another significant workshop was organized to solve this problem for this species. If we can solve the problems for the cheetah, we think we can solve them for other species.

Our Research Department has made instrumental contributions to resolving issues related to increasing reproduction – maybe the key to long-term success. Perhaps the best example is our work on mate choice. Some species (cheetahs are a great example) want to choose their own mate. They just don't want the computer to do it for them. The Research Department has done some remarkable studies on mate choice as well as on the effects of letting individual animals go too long without producing offspring. We've discovered that many species simply lose their ability to reproduce if we wait too long to breed them.

While long term sustainability of collections - ensuring we have animals for another 100 years - is critical, we still have to care for animals from one day to the next. When we think about caring for animals, our veterinary care is essential. Our vets saw 1,227 patients last year and wrote a total of 875 prescriptions. Overall 8,229 medical records entries were made for an amazing average of 23 patients a day.



Animal care is more than just veterinary care. Our Primate Department spent much of last year training gorillas to submit to voluntary cardiac examinations. Cardiac conditions are common in gorillas, just as they are in humans, but we need the gorillas' cooperation to monitor their health. In addition to this type of work with animal behavior training,

we also need to continue our research on animal nutrition, endocrine studies, genetics, animal diseases, and other critical research efforts.

As we often say, animals are safe in zoos, but not saved in zoos. This is why we are so passionate in continuing our field conservation efforts. We received the Annual Conservation Award from the Missouri Department of Conservation for our work with our hellbenders. We honored Dr. Patricia Majluf for her work as a conservationist. If it weren't for her, we might not have any Humboldt penguins to protect in Punta San Juan, Peru. All of our WildCare Institute conservation centers have notched notable successes in 2010, but we need to redouble our efforts. We continue to see threats to bird life in the Galapagos Islands, antelope in the Sahel, lemurs in Madagascar, and all of the other flagship species we deal with. Not only that, but we see new threats every year, like the melting sea ice which polar bears face in the Arctic, and the white nose syndrome that threatens bats here at home. The need for field conservation continues to grow.

# A Message from the Saint Louis Zoo

## Educating Our Visitors

Our animals are ambassadors now, just as they've been for the last 100 years. Our Education Department is key to harnessing the animals' appeal in an effort



to make our many visitors care about the future of wild things and wild places. Our educators, interpreters, docents or zookeepers reached a record 1.7 million people in 2010, an all-time high. Our school programs delivered 832 classes to 22,483 students. Our school outreach programs reached 34,653 students and Camp KangaZoo participation hit an all-time high. To give you just one example of the dedication of



our staff and volunteers, our two costumed Zootennial interpreters wore their hot wool clothes on 89 days when the temperature went over 90 degrees and another four days when the thermometer went over 100!

Our attendance dropped from over 3,100,000 to slightly below 3,000,000. The hot weather during the summer made things difficult, but support from our audience was manifested in other ways. The Zoo's membership hit an all-time high at over 44,000 households. Our Marlin Perkins Society set two records: 953 members and nearly \$1.5 million in annual support. The visitors that did brave the heat apparently loved us. For the first time in six years our "excellent" rating in our annual visitor survey ticked up from 9.2 to 9.4 on a scale of 10.

## Staff

There is so much that goes in to making all of our visitors happy. The Horticulture Department planted over 14,800 bulbs on the Zoo grounds plus 13,931 perennial shrubs and 12,800 flowering/foliage plants. They used 16 truckloads of mulch. Our Facilities Management crew filled 4,511 work orders. We completed 1,814 graphics requests. The Zoo's news stories reached an audience of 100,000,000 people.



Facilities Rentals' revenue of \$1.76 million was an increase of 26.5% over the year before. On one day alone, the day we honored our long-time friend and supporter E. Desmond Lee, we had a record 8,220 passengers who rode for free in his honor on the Emerson Zooline Railroad. The Finance Department cut 8,209 checks. We always say that the Zoo is a little like an iceberg. There is far more going on here than meets the eye, whether it's in our distribution center, our Orthwein Animal Nutrition Center, our automotive shop, our greenhouse, our life-support facilities, our restaurants, or any number of other places around the Zoo.

As much as our Zoo has always been about the animals, it is also about the people. Our staff consists of 305 full-time, 162 part-time and over 500 seasonal employees. These highly skilled and talented individuals are continuing the history of the past 100 years and will carry our Zoo into the future as we fulfill the legacy for the next 100 years.

# A Message from the Saint Louis Zoo

## Campus Improvements

Just as many people are unaware of what it takes to keep a 21st century zoo operational, they don't notice everything we do to keep functioning properly after 100 years. Starting a little over two years ago, we began to rebuild much of the Zoo's aging infrastructure – everything from sewer and water lines, to railroad tracks, trestles and tunnels, to power stations, to restrooms. So far, we've made enormous progress. We have a new St. Louis Children's Hospital First Aid Station, new back-up generators and a new public address system. Many buildings have new roofs and new heating and air conditioning. We've installed new energy-efficient windows in our historic buildings. We've earthquake proofed our oldest structure. We have a new phone system and new computer capacity. We've begun to renovate old restrooms and will soon be building new ones. The list goes on and on.

Our Facilities and Maintenance complex is over half a century old.

Today, thanks to the generous gift from Sunny Glassberg, a huge, gleaming, state-of-the-art building is taking shape. The Myron Glassberg Family Maintenance Facility will allow the people that keep this wonderful place functioning smoothly to work in a safe and efficient new building. Our guests may not ever visit this facility, but we need to keep our Zoo great.



Another improvement (this one somewhat more visible) is the new Elephant Woods habitat. This project, just completed a few weeks ago, greatly increases the outdoor space available to our growing herd. While it is only visible to riders on our train, it will allow us much more flexibility in managing the three generations of elephants that so impress all of us.

Some of the improvements to our campus are much more visible to our visitors. Anyone who parks in our south parking lot will notice that we now have a safe and beautiful bridge to the entrance. The bridge is graced with 10 sculptures created by the most famous living wildlife artists in the world – Kent Ullberg and T.D. Kelsey. The most magnificent of the 10 just might be the 19-foot-tall bull elephant, which stands proudly opposite our famous ZOO pylon. This project was generously supported by a \$2.5 million gift from Wells Fargo Advisors and a federal appropriation. The sculptures were given by the Casa Audlon Charitable Lead Trust, established by Lonnie Wallace and his sister Tolie Otto.

The most visible improvement, though, is in the very heart of the Zoo. For nearly 100 years, sea lions have graced the heart of our Zoo and, at the end of Historic Hill, the arena that was originally designed for our famous Big Cat show has hosted the last really big show here at the Zoo – the Sea Lion Show. Those two outdated facilities are being combined into one fabulous new facility called Sea Lion Sound. Featuring a purpose-built showplace and

# A Message from the Saint Louis Zoo

a fabulous public exhibit, visitors will experience sea lions swimming underwater for the first time. Plus they'll enter into the very exhibit itself by walking under water through a Plexiglass tunnel. Imagine sea lions swimming over you or hopping out to splash guests at our show!

## *The Living Promise Campaign*

Everything that we're doing, whether it's infrastructure, guest improvements or new exhibits, is a part of a campaign that we hope will start us on our next 100 years. We call this *The Living Promise Campaign*. It is a \$120 million dollar effort to rebuild the heart of the Zoo. We have been in the quiet phase of this campaign for over three years, but now we're proud to tell the world how we will make our Zoo even better as we enter our second century. To date the Zoo has commitments totaling \$86 million, or 71% of the goal. We will continue to update you on the progress of the Campaign. We certainly appreciate all the support we have already received.

Sea Lion Sound will, in the years to come, be joined by new exhibits for sun bears and Andean bears. Two more spectacular exhibits will appear in our historic bear grottoes – Grizzly Ridge and Polar Bear Point. Our Zoo, which has changed enormously over the past 12 years, will transform itself yet again.

As part of *The Living Promise* we've made several pledges to you, our closest supporters. Perhaps the most important of these pledges is that we will provide right now for the future. That means we must continue growing our endowment. By doing so, we can continue to enrich our educational efforts, exhibits, animal care, research and conservation efforts. If we want our Zoo to remain state-of-the-art, if we want it to remain beautiful, if we want to maximize our educational impact, if we want to remain accessible to all, we must ensure that future generations have the financial resources to fulfill the promises we've made to you on our 100th anniversary.

This last year we celebrated our past. But we're still roaring! It's our future that we focus on now. Our goals are lofty but our mission is grounded in 100 years of stewardship. Let us promise, together, to make the next 100 years as magnificent as the last.

Sincerely,



Jeffery P. Bonner, Ph.D.  
Dana Brown President & CEO  
Saint Louis Zoo