

## Tulsa Zoo Mission

Inspiring passion for wildlife in every guest, every day.

## Tulsa Zoo Vision

To be the premier family recreation destination and the leading wildlife education and conservation resource in Oklahoma.

## Tulsa zoo VALUES

#### Excellence

We have a passion for excellence and continuous improvement. We are encouraged to take initiative to improve the guest experience. We reject the status quo because we value creativity and diversity. We constantly challenge and stretch ourselves to learn new things and to grow both personally and professionally.

#### Integrity

We act with integrity in everything we do. Honesty, ethics, accountability and social responsibility are fundamental to success. Our behavior must consistently reflect the zoo's core values during both good and bad times.

#### Conservation

We believe in a proactive approach to the preservation of the natural world. Animal care and conservation are the heart of our organization.

#### **Teamwork**

We are an organization that expects collaboration from and within the team in order to achieve the zoo mission and the growth and development of staff and facilities. We approach situations, challenges and new ideas with an open mind. We go above and beyond, together, for every guest every time.

### Stewardship

We will ensure responsible stewardship of the human and financial resources entrusted to us. We recognize our responsibility to be active participants in our local communities as well as the important part our communities play in supporting our efforts in education, conservation and outreach.

#### Fun

We look for humor, fun and fulfillment in our daily work. We want our organization to have a positive, unique and memorable impact for our guests and employees. We celebrate and embrace our diversity and each person's individuality.

## 2014-15 Board of Directors

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# "Make no little plans. They have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work ..." - Daniel Burnham, 19th century Chicago architect

And that's just what we did when Tulsa Zoo Management, Inc. was formed and our 20-year master plan was developed. We knew then the possibilities for the Tulsa Zoo were endless and big plans are necessary to make our zoo a world-class facility for future generations.

The first of our big plans came to life this year with the opening of the Mary K. Chapman Rhino Reserve. Our southern white rhinos, Buzbie and Jeannie, moved into a state-of-the art facility and multi-acre outdoor exhibit. Residing alongside Buzbee and Jeannie are grey crowned cranes, white storks and springbok antelope, a new species to the Tulsa Zoo. On occasion, guests can even see Wheezy, the oldest known living Cape buffalo, who has been enjoying retirement behind-the-scenes for several years now.

Our big plans will continue with the groundbreaking for the Lost Kingdom Exhibit Complex. It will be the first multi-species complex of our 20-year master plan and will be home to our Malayan tigers, snow leopards, and Komodo dragons, along with new species to the Tulsa Zoo. Lost Kingdom will be an immersive exhibit, giving us new opportunities to inspire passion for wildlife in every guest, every day. This new complex will set the standard for all future exhibits and is just the beginning of a bigger, better zoo.

Without the generous support of our Zoo Friends, our big plans would not be a reality. It's an exciting time in our history and we look forward to the journey with you, as we "make big plans" for all the species for which we care for and the community we continue to educate about animals and the natural world.

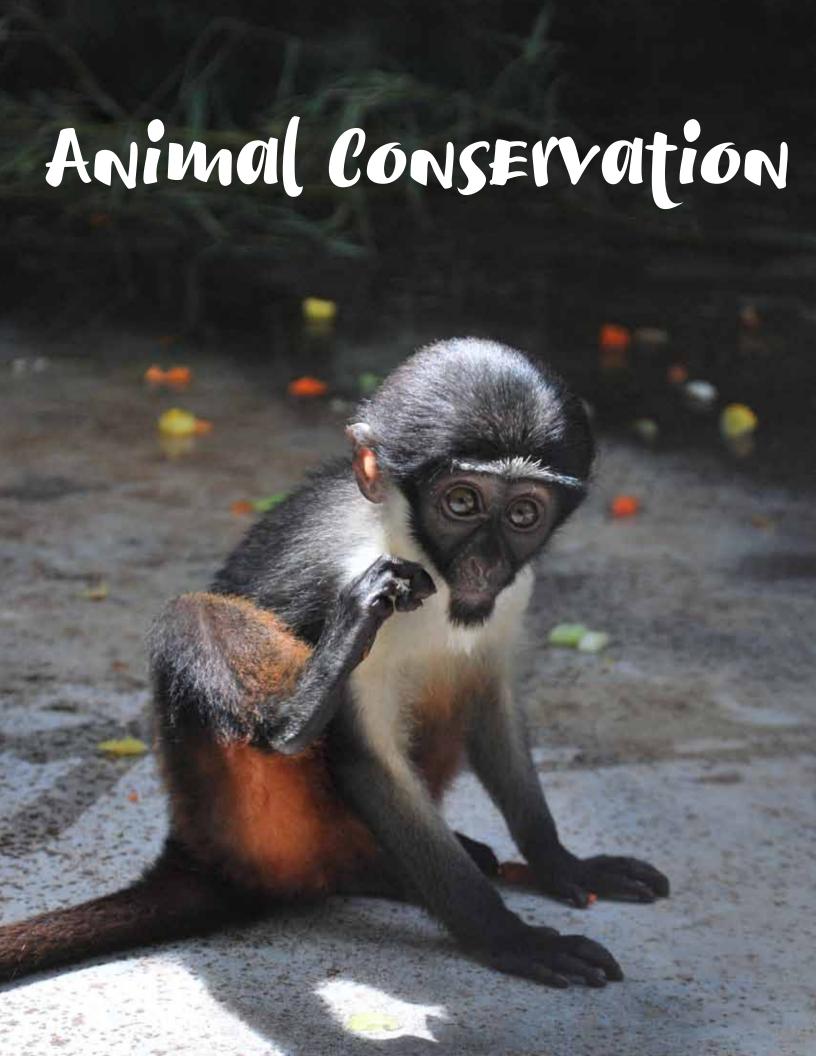


Terrie Correll
President and CEO

Tulsa Zoo Management, Inc.



In July 2014, the Tulsa Zoo welcomed National Geographic freelance photographer, Joel Sartore. This was Joel's second visit to document animals in the Tulsa Zoo collection as part of his Photo Ark project, which already includes more than 4,000 species from around the world. Over three days, he photographed six species of reptiles, spent time with Wheezy, Tulsa Zoo's 33 year-old Cape buffalo, documented 15 species of birds, our sand cat, one of our thick-tailed bushbabies, six species of fish, one insect species, and the female of our pair of critically endangered Siberian white cranes. The entire photographic collection can be viewed at www.photoark.com.



## & Science

## Significant Births

On August 8, 2014, our Malayan tigers, Gahara and Jin, became the proud parents of three new tiger cubs, two males and one female. The cubs, Henry, Leon and Ava, were named after the grandchildren of Peggy Helmerich, sponsor of the Helmerich Tiger Exhibit in the future Lost Kingdom Exhibit Complex. The cubs have thrived and eventually debuted to the public in April 2015.

There are an estimated 300 Malayan tigers remaining on the Malay Peninsula. Land encroachment and poaching continues to cause this population to struggle and dwindle. Malayan tigers are considered endangered by the International Union for Conservation of Nature (IUCN).

We welcomed the seventh member of our chimpanzee troop on November 23, 2014. Enloe is the 13th chimp born at the Tulsa Zoo, the first male offspring to his 41-year-old mother Jodi and the first offspring to his 8-year-old father Bernsen. Enloe was named after a longtime, beloved volunteer, Joe Enloe, who passed away in 2013. For more than 20 years, Joe dedicated much of her time creating enrichment for zoo animals, especially the chimpanzees. Chimpanzees are listed as endangered by the IUCN.

The primate area had another significant birth this year, a Diana monkey. She is the 5th offspring to parents CeCe and Hoppy and was born on May 21, 2015. CeCe was the only Diana monkey in the AZA population to give birth this past year. Diana monkeys are considered vulnerable in their home range of West Africa. Our own Pat Murphy, Zoological Manager of Primates and the Children's Zoo, was elected Species Coordinator for the Diana Monkey Species Survival Plan (SSP).





LEFT: DIANA MONKEY. ABOVE: MALAYAN TIGERS, CHIMPANZEES

## Animal Care

With the completion of the Mary K. Chapman Rhino Reserve, our Southern white rhinos. Buzbie and Jeannie moved in to their new home. The process began with the construction of a crate by our Operations department, followed by crate training by the Elephant/ Hoofstock staff. After only a week, both rhinos were moving through the crate to enter and exit their barn. This training allows the animals to acclimate to the crate, which can make the entire process of the move less stressful and remove the need for sedation.

On November 10, Buzbie allowed the staff to lock him into the crate. With the help of Midwest Crane Services, the crate was lifted and loaded onto a flatbed truck, driven to the new exhibit and placed at the doorway of the barn. Staff opened the crate and Buzbie happily entered his new barn. The process was repeated with Jeannie and the rhinos officially inhabited the Mary K. Chapman Rhino Reserve.

Buzbie and Jeannie spent the winter in their new barn, benefiting from radiant floor heating, LED lighting, a sand stall, rubber floored stalls, a reserve yard, and a barn that is five times larger than their old barn.







In early spring, they began accessing their outdoor exhibit and the other residents, including springbok, grey-crowned cranes, and white storks, moved in. The design of the rock stacks allows these three species access to all three yards when on exhibit. This is the first time the rhinos have been part of a mixed species exhibit. Another first is the viewing window into the barn that allows guests to view the rhinos year-round, regardless of weather conditions. The Southern white rhinoceros is considered near vulnerable by the IUCN. Currently, Southern white rhino populations are disappearing throughout their range in Africa due to poaching.

The Tulsa Zoo welcomed two grizzly bear brothers, Butch and Sundance, in April. They were in need of a temporary exhibit while their home zoo, the Riverbanks Zoo of Columbia, South Carolina, renovated their exhibit and holding area. Our staff enjoyed taking care of Butch and Sundance, and the bears were very entertaining to guests as they soaked in the pool and spent time playing on the logs in the exhibit. After staying with us 13 months, they journeyed back to South Carolina to occupy their new exhibit in time for the Fourth of July holiday.

In 2014, our Asian elephant, Gunda, celebrated a milestone anniversary by becoming the longest residing animal at the Tulsa Zoo, living here for 60 years. Gunda was Tulsa's first elephant, arriving in 1954, and has lived with 10 other elephants, including current residents Sneezy and Sooky. At 65 years of age, Gunda is one of the oldest Asian elephants in human care in North America. Her age is significant as the estimated median life expectancy of female Asian elephants in human care is 47.

The 27th American flamingo bred at the Tulsa Zoo hatched on July 2, 2014. Two African penguin chicks also hatched in November 2014, and another two in January 2015, bringing the number of this endangered African bird hatched at Tulsa Zoo since 2003 to 33. Tulsa Zoo's third Mount Apo lorikeet hatched in May 2015. The only other U.S. zoo to breed this near-threatened parrot from the Island of Mindanao in the Philippines is the San Diego Zoo, which loaned us the parent birds in 2012.

Hatched less than seven months after its parent's arrival from the Aquarium of the Pacific in Long Beach, California, Tulsa Zoo's first Forsten's lorikeet chick,











discovered in April 2015, was well cared for by its parents in their exhibit in the Conservation Center. Although this brilliantly patterned species of lorikeet has been bred in the United States for more than 40 years, it is presently uncommon in collections and decreasing in the wild. This species is only found on the tiny island of Sumbawa, near the Komodos, therefore, it appears advisable to maintain a managed zoo population.

Sixty-seven red-billed firefinches hatched in the WlidLIFE Trek Life in the Desert this year. From seven birds received in 2012, 109 have hatched at Tulsa Zoo. Forty-four live in WildLIFE Trek's Desert building now, and many have been returned to the private breeder who provides aviaries for nursing homes. Although these tiny birds have been exported from Africa for nearly 300 years, and first bred in captivity more than 200 years ago, they have never been common in American zoos. Tulsa Zoo's sustained propagation has attracted attention from other zoos.

Although Tulsa Zoo has been exhibiting naked molerats for more than two years, the donation of a young colony of molerats from the San Diego Zoo marks an entirely new phase in our history with this species. Three of the four animals we originally received from the San Antonio Zoo are now 18 years old and the other is 13. Although this remarkable African rodent may live more than 25 years, these four were showing their age, especially in failing to produce surviving offspring. WildLIFE Trek keeper Bonnie Gibson accompanied our new molerats back to Tulsa as a passenger in a Federal Express plane, after spending several days in San Diego learning not only the ideal care of molerats, but acquiring a great deal of useful bird knowledge as well.

In November 2014, after much planning, our five bald eagles were transferred from their aviary in WildLIFE Trek Life in the Forest to the former black bear exhibit, between the Life in the Water and Life in the Forest buildings. These spectacular-looking birds are all non-releasable because of injuries.

Having regained full powers of flight, Milton and Angus, the two American white pelicans brought to Tulsa Zoo with injuries in December 2011 were moved to the lake by the WildLIFE Trek Desert building in August. Neither of them immediately took advantage of this soft release. Angus took off the day before Halloween, presumably heading toward the Gulf of

Mexico. Milton, on the other hand, continues to live on the lake, no worse for the winter weather, and gives no sign of leaving. The Tulsa Zoo was fortunate enough to be sent a group of these birds and even more fortunate to be able to breed them. With the initial hatching in 2014, we were able to add three more successful hatchings in April 2015 to bring our total to four animals to date.

July 1, 2014, through May 25, 2015, 83 birds of 1 species hatched at Tulsa Zoo

In August 2014, the Tulsa Zoo became the first U.S. zoo to hatch a Peruvian green jay. Our jays are free flighted in our Tropical American Rainforest Building and came to us from the Bronx Zoo through a U.S. Fish and Wildlife confiscation. These birds are very closely related to the green jay, a native species to south Texas. The Tulsa Zoo was fortunate enough to be sent a group of these birds and even more fortunate to be able to breed them. With the initial hatching in 2014, we were able to add three more sucessful hatchings in April 2015 to bring our captive bred total to four animasls to date.

The first successful hatching of Aldabra tortoises from our female, Tofi, took place this past year. This is significant because it is the first time for the Tulsa Zoo to have successfully hatched eggs from a wild-caught

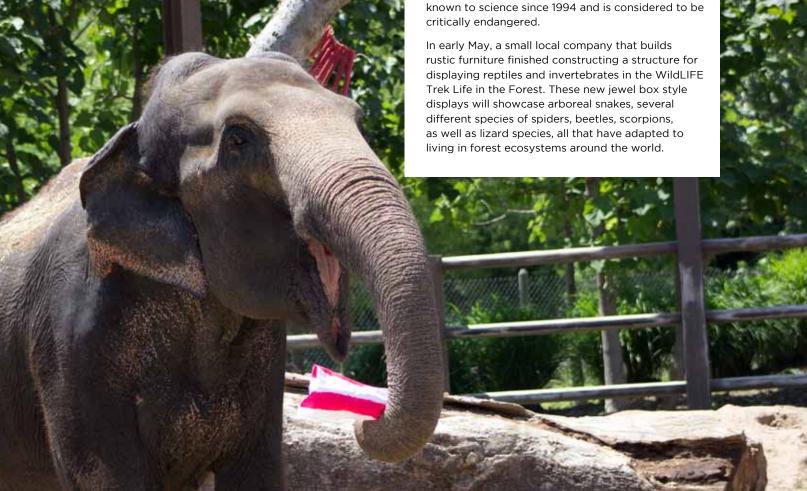
female. Tofi has been at the Tulsa Zoo since 2006. 2015 was the first successful hatching of her eggs with eight offspring.

> The Tulsa Zoo received two hatchling Mary River turtles in August 2014. This is

> > believed to be one of the rarest turtle species in Australia. They have been protected in their native range since 1974 when legal trade in turtles was banned. The Tulsa Zoo, along with the Los Angeles Zoo and the Bronx Zoo, worked with the

Australian government's Department of the Environment to import seven young animals into the United States. The animals arrived and were distributed amongst the three participating institutions, making the Tulsa Zoo one of only four institutions in the nation to house this species. The long-term goal of this cooperative breeding program is to raise the turtles until they mature, at which time we will pair them for reproduction purposes.

Thanks to the expert skill sets of our Exhibits department, we were able to renovate the Roti Island snake-necked turtle exhibit. This exhibit is located in our Conservation Center just to the left of our popular Fishes of Asia display. Complete with a waterfall and underwater viewing, this new exhibit allows us to showcase the personable and interactive Roti Island snake-necked turtles, a species that has only been known to science since 1994 and is considered to be





ADULT EAGLE RELEASE AT OOLAGAH LAKE, MAY 2015

## Animal HEalth

This year, our Wildlife Rehabilitation program participated in several high-profile releases. On Thanksgiving Day, our Veterinary staff received an adult bald eagle that had sustained significant injuries to his right wing. A second juvenile bald eagle was brought in a few days later suffering gunshot related injuries to her left wing. Both birds were treated, provided extensive medical care and rehabilitation, and released back into the wild at Oolagah Lake. The juvenile was released in February and the adult was released in May 2015.

In December 2014, we received a tundra swan who had suffered gunshot injuries resulting in fractures of both wings. This bird was also medically treated, rehabilitated and released in February 2015.

An injured white pelican was brought to us at the end of March 2015. Based on clinical findings and timing, his injuries were attributed to the tornado in Sand Springs in March of 2015. After some rest and weight gain he was released the following month.

The Veterinary and Elephant staff continued their work with Dr. Wendy Kiso from the Center for

Elephant Conservation (CEC) and Tracy Northcutt from Missouri State University (in conjunction with Dr. Dennis Schmitt, CEC) on the cryopreservation of semen from elephants. They are working on techniques to attempt to freeze semen samples in a manner that will result in motile sperm post thaw. Although this technique has been used successfully for artificial insemination in numerous species, it is not reliably done with elephant samples. Previous samples we have provided have shown promising results and have allowed huge steps forward in elephant conservation. The goal is to provide viable sperm post thaw that can be utilized for artificial insemination in Asian elephants.

A drug trial for the long-acting antibiotic, Excede (ceftiofur crystalline-free acid) in flamingos was initiated and conducted by our Veterinary team. Since flamingo beaks are designed for filter feeding in water, we cannot medicate their food pellets. When they need medication this requires we physically restrain them to medicate them. Long-acting medications such as Excede would prove to be very beneficial in this species, eliminating the need to physically catch

the animal for the treatment period, thus reducing stress. So far the results have been very promising and we will publish our findings in a scientific veterinary journal making the information available to zoos and colleagues around the world. This will be the first of this type of study published in this species.

Dr. Kay Backues, Director of Animal Health, gave several presentations at the North American Veterinary Community (NAVC) Conference in Orlando, Florida, in January 2015. She presented with colleagues on several topics including elephant and giraffe medicine, and a case report regarding the gastric lesions we have seen in our black and white ruffed lemurs. Dr. Backues also attended the Great Ape Heart Project meeting in Detroit as the coveterinary advisor for the Chimpanzee SSP. During this meeting, the attendees discussed what is currently known regarding heart disease in great apes and worked toward compiling information and creating recommendations for institutions holding great apes to study, prevent, and treat heart disease. Dr. Backues also attended the International Conference on Diseases of Zoo and Wild Animals conference in Barcelona, Spain where she presented a paper "Documentation of gastric pneumatosis lesions in black & white ruffed lemurs with the use of radiology and computed tomography and the effect of diet on clinical signs."

As part of the Tulsa Zoo's participation in the alligator snapping turtle reintroduction program in Oklahoma, 40 juveniles weighing from 90-500 grams were surgically sexed at our veterinary hospital in May with our rigid endoscope and video monitor. The animals were held at the hospital before being released into the Caney River in Oklahoma. Each has an epoxied radio tracker with an antennae facing backward. These were hatched and head started for introduction into the wild at the Tishamingo Fish Hatchery, in Oklahoma. Their success and development is monitored as part of this multi-institutional state conservation program.

Dr. Backues also had a paper published in the Herpetological Conservation and Biology Journal titled "Ontogeny of gonad and genital morphology in juvenile alligator snapping turtles." This paper is the result of a multiyear collaborative effort with Day Ligon of Missouri State University and Tishomingo National Fish Hatchery to determine reliable methods of sex determination in alligator snapping turtles. This is extremely important especially for release programs.

## Behavioral Husbandry

#### TRAINING

Our Behavioral Husbandry department, in conjunction with our Animal Care staff in the Tropical American Rain Forest (TARF), formulated and implemented a plan to incorporate Mango, a 10-year-old green-wing macaw, formerly a house pet, into the group of scarlet macaws residing free flight in the TARF building. Through teamwork and patience, Mango is becoming accustomed to his new home in the rainforest, allowing visitors to see the differences between the two red species of macaws.

In March 2015, seven zookeepers attended an inhouse animal training class. The Curator of Behavioral Husbandry presents animal training techniques and methodology to zookeepers in a classroom setting using innovative methods, including a training game for the class participants. Upon completion, zookeepers have an understanding of how the welfare of the animals in their care can be increased in their daily interactions through the use of animal training.



REYES BUOY TRAINING



DIANA MONKEYS TRAINED TO SIT ON A BENCH SEAT



AFRICAN PAINTED DOGS WITH ZOORUN ENRICHMENT



Animal training occurs frequently at the Tulsa Zoo. From bobcats to rescued sea lions, zookeepers train for husbandry and exercise behaviors. In order to obtain their weight, which is a good indicator of health or sickness, our Diana monkeys were trained to sit on a bench seat and eventually a scale. Reyes, one of our young male sea lions, was trained to touch a buoy suspended above his exhibit. This demonstrates the agility of California sea lions and allows him to burn off his abundance of energy. He was also trained to voluntarily walk into a stainless steel enclosure and lie down when requested, making treatments for any health-related issues easier for the zookeepers.

### **ENRICHMENT**

Enrichment is provided to offer animals choices within their environment and opportunities to express their natural behaviors. With the new year came a more modernized way of cataloging enrichment offered to the primates in the Conservation Center. The Behavioral Husbandry department created spreadsheets to record and monitor the addition of animal enrichment in exhibits. These spreadsheets allow zookeepers to sort different categories of enrichment to determine which were effective and produced the intended goal for the animal group.



CHIMPANZEE, JODI, PARTICIPATING IN ENRICHMENT

#### COMMISSARY

The Commissary continues to have diets analyzed by nutritionists at the San Diego Zoo through a project that began in 2012. Analysis has been completed for all of our large carnivores, elephants, painted dogs, rhinos, giraffes and chimpanzees. Diets are currently being analyzed for other primates. These analyses ensure we are providing the best nutrition for our animals.



CISCO AND ICE EGG-SHAPED TREAT

# Conservation & Research

The Tulsa Zoo recently developed and implemented a new Conservation Strategic Plan. This plan will guide our efforts and ensure the Tulsa Zoo Conservation Program, public awareness and technical roles effectively support the conservation of local and global biological diversity. This will be achieved through alliances and partnerships with other AZA institutions, regional agencies and conservation organizations.

The Tulsa Zoo has cultivated and developed a number of partnerships with conservation organizations during the past several years. These organizations focus on the conservation of wild populations and habitats, both locally and internationally, including monarch butterflies, American burying beetles, alligator snapping turtles, primates, elephants, snow leopards and tigers, while at the same time developing programs that center on the sustainability of people within their communities.

We continue to support anti-poaching efforts of rhinos through the International Rhino Foundation's (IRF) Stop Poaching Now Campaign. The Tulsa Zoo is committed to rhino conservation and we are on the front line of support for rhino protection efforts, reintroduction projects and community programs. Through IRF, we help support this very crucial campaign to stop poaching of rhinos in Africa. This campaign is in direct response to the increasing demand for rhino horn in China, Vietnam, and other Asian countries.



IRF'S STOP POACHING NOW ON PATROL MONITORING RHINOS

We also began supporting the conservation of wild chinchillas through habitat restoration efforts in central Chile conducted by Save the Wild Chinchillas. Excessive hunting has greatly reduced the number of wild chinchillas. Today, hunting is forbidden and the animals are protected by the Convention on International Trade of Endangered Animals (CITES). Although these animals are protected, their habitat continues to be destroyed. It is important to reinstate habitat for not only wild chinchillas but also for native insect, amphibian, reptile, bird and other mammalian species, with help from local Chilean communities.

The Tulsa Zoo also continues to establish conservation partnerships with various local groups and organizations. This past year, we expanded our conservation efforts with Oklahoma salamanders by developing a partnership with the Oklahoma Nature Conservancy and the use of both the Nickel Preserve and the Cucumber Creek Preserve. To assist our efforts with Oklahoma salamander conservation, we were awarded the Oklahoma City Zoo's Conservation Action Now (C.A.N.) grant. The Nature Conservancy partnership and the awarded grant have allowed us to continue our field work and expand our abilities to learn more about Oklahoma salamanders.

The Tulsa Zoo began a partnership with Oxley Nature Center to help organize and conduct citizen science projects such as annual bird and butterfly counts in Mohawk Park and citywide. This year we joined forces with Oxley, the Tulsa Garden Center,



OXLEY NATURE CENTER

Tulsa Botanical Garden and Tulsa Urban Wilderness Coalition to inform Oklahomans on how they can help monarchs through the University of Kansas Monarch Watch Program. The Tulsa Zoo is now a registered and certified monarch waystation site. As a certified site we provide resources necessary for monarchs to produce successive generations and sustain their migration.

## RESEarch

The Tulsa Zoo is committed to supporting, facilitating and conducting scientific research in the life sciences in pursuit of our mission of inspiring passion for wildlife in every guest, every day. Our first of four significant research projects on grounds this year were in partnership with Oklahoma State University, University of Central Arkansas, University of Tennessee and Oral Roberts University.

The Oklahoma State University project was the first on-site research project conducted within our new Conservation and Research department. It was completed by a graduate student through the OSU Department of Natural Resource Ecology and Management in collaboration with the Tulsa Zoo's Veterinary, Behavioral Husbandry, and the Mammal departments. The research focused on the eating behaviors of wild black bears in Oklahoma. The research utilized our two grizzly bears to test a device that will eventually be used in the wild for Oklahoma black bears. The design and testing of this device will determine the type of apparatus that will be used in the field. This apparatus will help determine factors about the food preferences of wild black bears in eastern Oklahoma.

We also participated in the Prusten Project, a graduate student research project through the University of Central Arkansas, in collaboration with the Tiger SSP and the Dallas World Aquarium. The project was centered on determining individual vocal patterns of captive tigers and the implications for acoustic monitoring of in-situ or natural populations. The objectives were to analyze vocal communications of tigers in controlled conditions, to determine any unique patterns between males and females and determine the types of environmental factors that may impact the ability to discriminate their vocalizations. Other collaborators in the project were the Bronx Zoo, Fauna Communications Research Institute, The Elephant Listening Project, Smithsonian Conservation Biology Institute and the Cornell Bio Acoustics Research Lab.

The final research project conducted at the Tulsa Zoo is significant because it was the first research project conducted by a college student at an undergraduate level. An undergraduate honors research student from Oral Roberts University conducted a student research project that focused on the behavior of our male Komodo dragon, as he was introduced to different enrichment devices. This research project is a key component for the student to graduate from the Honors Biology Program and will allow us to determine things such as motivations, occurrences, and other preferences for the different types of Komodo dragon enrichment.

## Sustainability

The Tulsa Zoo implements a multitude of green practices that encompass both energy and natural resource conservation on many levels of our daily operations. This year we were recognized and certified for some of our natural resource and water conservation practices. Through a citywide program called Partners for A Clean Environment (PACE), the Tulsa Zoo was recognized for our two conservation rain gardens, our green roofs at the Grizzly Bear Exhibit





RAINY, A GRIZZLY BEAR, WITH FEEDER ENRICHMENT



MONARCH WAYSTATION ON TULSA ZOO GROUNDS

and Mary K. Chapman Rhino Reserve, and the storm water cistern at the rhino exhibit. PACE is a voluntary, non-regulatory recognition program coordinated by the City of Tulsa's Quality Assurance and Storm Water Quality groups. The focus of the program is to provide recognition to businesses, individuals and groups who go above and beyond environmental regulations in an effort to be better stewards of our land and water. As of 2015, the Tulsa Zoo and Hardesty Arts Center were the first two businesses recognized.

We were awarded a conservation grant through the Association of Zoological Horticulture, Inc. (AZH) to establish the zoo's first conservation garden. AZH highlights the importance of plants within zoos and aquariums, and supports horticulturists and gardeners who work and care for them in a zoological setting. The new Conservation Garden introduces zoo visitors to sustainable landscaping alternatives and incorporates a rain garden, a pollinator garden and a water-wise garden. The project will help zoo visitors appreciate the role native plants play in regional ecology and will encourage guests to incorporate native plants and water conservation into one's home landscape.

This year the Tulsa Zoo and the City of Tulsa Streets and Stormwater department partnered to support the city's Save Our Streams program by hosting a creek clean up event and the development of new colorful signs highlighting the importance Coal Creek. The zoo also hosted a water conservation rain barrel workshop during our Party for the Planet event celebrating Earth Day. The Save Our Streams program not only provided rain barrels and building instructions for our guests during our Party for the Planet event, but they also provided 20 rain barrels for zoo employees to take home and utilize to promote stream health and water conservation.



CITY OF TULSA PARNERSHIP, CREEK CONSERVATION SIGNS

The Tulsa Zoo has been invited to participate in a project with Sustainable Tulsa, a local organization dedicated to green practices by embracing a triple bottom line approach of people, profit and planet. The result will be in a pilot score card program that allows local businesses to establish benchmarks and goals for developing greener practices.

The Tulsa Zoo has been a supporter of the Monterey Bay Aquarium's Seafood Watch Program since 2013 and recently went through the process of becoming a restaurant partner. The zoo, along with our food service partner, Service Systems Associates, made a time-bound commitment to sell only environmentally responsible seafood to help transform the marketplace in favor of more responsible fisheries and aquaculture operations. Our restaurant and catering services no longer serve items from the Seafood Watch red list, foods to avoid, and we will train staff members about sustainable fishing, and help raise awareness within the community.

Environmental Services Assistant Manager, Jarrod Wyatt, performed a full-facility lighting upgrade in the Meerkat Market Gift Shop. The facility was converted to Sylvania LED technology from the previous 135 halogen lamps resulting in a 17% decrease in energy usage. When used at an average of nine operating hours per day, the new LED lamps will have a lifespan of approximately eight years.

## Horticulture

The Horticulture department achieved three significant accomplishments in addition to their routine responsibilities of mowing, leaf removal, sidewalk clearing, plant propagation and plant installation and maintenance.

The Horticulture staff was involved in the creation of the Mary K Chapman Rhino Reserve landscape and exhibitry, including work with the landscape design contractor on plant selection and layout in the exhibit and around its periphery. The most significant contribution was in the design and installation of the 4,500 square-foot green roof on the new rhino barn. From the early purchase of plant materials in late spring 2014 that were grown to more significant size over the summer, to the actual green roof system, to the final planting in September 2015, the final results were something of great pride for the zoo and our horticulturists. The staff continued to provide assistance to Operations and Animal Care in final adjustments that needed to be made following the opening of the exhibit.



As the zoo moved from the new rhino exhibit to preparation for the groundbreaking of the Lost Kingdom Exhibit Complex, our Horticulture department proactively researched how to utilize and salvage trees in the construction area. After reviewing the sizes of trees and the available contractors to facilitate moving some of these trees to different locations in the zoo, the coordination began. Delays from weather and spring leaf emergence delayed the process, but in May 2015, seven trees were moved to new locations on zoo grounds. They will be diligently watched, but all signs point to these living resources being successfully relocated.

Finally, in collaboration with Conservation and Research Manager Ric Kotarsky, the Horticulture staff began the development of a Conservation Garden near the Lost Kingdom Elephant entry area. The garden will consist of three distinct gardens: a rain garden, a pollinator garden and a waterwise garden, designed to show the guests different techniques they can employ at home that will reduce environmental impact and promote natural habitat creation. The Rain Garden was constructed and planted in the fall of 2014. The two remaining gardens, which the zoo successfully applied and received a \$7,800 grant from the Association of Zoological Horticulture, were completed in summer 2015.



MARY K. CHAPMAN RHINO RESERVE GREEN ROOF

# EDucation

## **OVEYVIEW**

The Tulsa Zoo Education department reached over 69,000 participants and visitors throughout the region and neighboring states through 478 programs and presentations. From toddlers to grandparents, zoo educators taught all ages about the natural world through camps, overnights, outreaches, new classes and on-grounds programs and activities. Highlights of 2014-15 included:

- All camps and overnights continued to have increases in attendance with the summer camps winning the Tulsa People Readers' Favorite Choice Award for a second year in a row.
- The Cox Communication Nature Exchange increased at least 30% in all areas, including the number of completed trades and the number of visitors. The largest growth was the 70% increase in zoo guests that became new traders this year.
- In addition to a busy year of Zoo2U and U2Zoo outreaches, Afterschool Club outreaches increased by 50%, and a new outreach program was created that involved in-depth zoo science experiences spread throughout the entire academic year. The new program, piloted through Wright Christian Academy, involved a curriculum model where monthly outreaches built upon the previous months' programs and culminated with an educational overnight at the zoo.
- The Zoo Teen program provided opportunities for teens to learn from hands-on experiences in the zoo field. Over 65 teens (ages 13-17) applied for the 2015 Zoo Teen program. After completing the interview, selection, and training process, 31 teens participated in the program. The Zoo Teens represented 11 different cities and volunteered a total of 5,199 hours as camp counselors, keeper/horticulture aides, Nature Exchange aides and interpretive educators for our guests. The program expanded this year with third-year Zoo Teens being given the opportunity to learn important leadership skills as Zoo Teen Supervisors.
- Although technology may seem counterintuitive when teaching about the natural world, the Education department used it with great success this year:
  - Tablets and movie software were used by participants in the CSI Zoo programs to explain how they solved mock zoo crime scenes using scientific methods

- Skype enabled school group experiences for classes unable to travel to the zoo provided interactive programs with the zoo's staff and animals
- Handheld digital microscopes helped Zoo
   Teens create a unique educational opportunity
   for traders at Cox Nature Exchange
- o Tablets were used to show guests animal behaviors and adaptations

## STEM

Environmental Science has always been the foundation for education at the Tulsa Zoo, so the STEM or Science, Technology, Engineering and Math school initiatives align perfectly with the zoo's educational goals. In 2014-15, the Tulsa Zoo provided STEM programming in various venues:

- The award-winning SENSEsational Science professional development program for teachers targets pre-K through fifth-grade teachers and bridges the gap in science education for younger students in public schools. Participating teachers learned how to incorporate science into their lessons by integrating it with literacy and mathematics using senses as the unifying theme. More than 160 teachers applied for the 47 program openings. The other core partners for the program were Tulsa Public schools, Jenks Public Schools, Union, Broken Arrow, Sand Springs, Tulsa Regional STEM Alliance and Tulsa Community College.
- The first education event for OK Women in STEM was hosted by the Tulsa Zoo in 2014. Sponsored by the Tulsa STEM Alliance and organized by our Education department, 130 young women from Tulsa, Jenks, Union, Barnsdall and Broken Arrow middle and high schools spent a day interacting with our female zoo staff and 20 STEM mentors from various local companies. The event was created to encourage female students to enter STEM fields.
- We participated in the first STEM Exploratorium for middle and high school students. The event was attended by 1,099 students, 36 schools and 166 teachers. The zoo taught students about the engineering involved in creating exhibits, the science involved in bird flight and how STEM is used in preventative veterinary care.



- Our Education and Behavioral Husbandry departments worked with two Union 5th-grade Builder's Clubs. Partnering with FabLab Tulsa, the Tulsa Regional STEM Alliance and Tulsa Area Community School Initiative, the Builder's Clubs created enrichment items for the zoo's giraffes and hide boxes for Education's birds of prey. Students learned STEM skills through building and through understanding the importance of enrichment and husbandry for animals at the zoo.
- Education staff was invited to serve on a STEM panel for 500 middle and high school girls to discuss how STEM is used in zoos. The panel took place during the Sonya Kovalevsky Day Event sponsored by the Tulsa Regional STEM Alliance.

## Nature's Programs

To meet the changing needs of our audience, the Education department created a new series of educational workshops called Nature's Programs. These programs were designed to connect participants with nature, help them understand basic nature concepts, show them how to enjoy nature anywhere and build an appreciation for conservation. All the programs were filled to capacity and received positive feedback.



- Nature's Buddies: This program helped parents learn to engage their toddler's wonder and curiosity about nature through both structured and facilitated exploratory programming. Each of the Nature's Buddies series focused on seasonal changes to animals' habitats.
- Nature's Explorers: Workshops at the Cox Nature Exchange invited guests to explore a new nature topic each month. With topics like Mineral Masterminds and SHELL-ebration, participants discovered how everyday objects found in nature are far from ordinary.

Nature's Night Owls: A fun evening for single adults
where they could socialize while learning. Staff
received many comments from participants about
how much they enjoyed learning something new
about the natural world while meeting new people
with the same interests.

## Partnerships

The zoo strives to be a resource for science education throughout the community and the region. Through new and continued partnerships in 2014-15, the Education Department was able to reach an even broader audience.

- Through a partnership with the University of Tulsa Grant Writing Class, we worked with a graduate student on their grant writing project. At the conclusion of the class, the Charles and Marion Weber Foundation awarded the Education department \$2,000 to purchase equipment for a new Education Animal Holding facility.
- The Tulsa Zoo partnered with OSUTeach to provide science and education majors with experience in non-traditional science teaching fields during the summer. An OSU student worked with the Education staff for eight weeks to learn how children are taught science in informal settings.
- The Union Middle School's Engineering Summer Camp worked with the Education and Operations departments to build the observation deck around siamang pond.
- St. Simeon's Senior Community Center partnered with us for assistance in developing both a butterfly garden and the accompanying educational programming.
- The Tulsa Area Community School Initiative contracted with the Education Department to provide programming for three Union Community Afterschool Programs focused on teaching third through fifth graders about running a zoo.

## Guest Services



More than 637,000 guests visited the Tulsa Zoo in the 2014-15 fiscal year, surpassing the prior year and making it the second highest-attended year ever. March 2015 was our busiest month with the majority of guests attending during the week of spring break. The fiscal year's top daily attendance was during Spring Break with 10,963 guests.

Membership broke an all-time record for revenue by earning just under \$1.4 million. May 2015 was the highest revenue month with more than \$287,000 earned. The largest revenue day was March 16, 2015 with more than \$37,000 earned.

In addition, membership, admissions, group sales, food, retail and stroller revenue totals were the highest on record for this fiscal year.

# COMMUNITY RELATIONS PR & Marketing

The creative direction for 2014-15 was guided by rhinos and dinos, with the opening of the Mary. K. Chapman Rhino Reserve and the return of Zoorassic Park. The creative themes featured variations of Stomp Roar Explore, with our white rhinos and our temporary animatronic dinosaurs.

With an earned media focus on our animals, our top stories for the year included features about our elephants, Aldabra tortoises, and our veterinary team's involvement in bald eagle rehabilitation and release. Our top social media post for the year was a Facebook update on Memorial Day, showcasing the successful release of a bald eagle.

As the region's largest daily attraction, the Tulsa Zoo is an impressive promotional partner. We seek promotional opportunities that enhance the guest experience; directly benefit zoo operations or our capital campaign, and support the zoo's mission. Additionally, we join forces with other area organizations to collectively benefit our community.

The zoo is grateful to our promotional and community partners, which included Coca-Cola, Mathis Brothers Furniture, the Oklahoma 529 College Savings Plan, Oklahoma Blood Institute, as well as Frito-Lay through AZA Saving Animals From Extinction, the BOK Center, Tulsa County Library System and Tulsa Reads.



## DEVELOPMENT/EVENTS

### **DREAMNIGHT**

- Dreamnight 2014 welcomed 489 guests from Happy Hands, a school for the deaf, and the Little Light House, a school for special needs children
- Activities included keeper chats, a sea lion presentation, penguin feeding, animal mascots and educational games
- Families also enjoyed the newly added Dreamnight Stars photo booth, where kids walked the blue carpet and were treated like VIPs
- The children were also given a mini dino plush on their way out as a souvenir of their night at the zoo











## ST. JOHN ZOORUN PRESENTED BY NEW BALANCE TULSA

- 2,642 runners made their way through Mohawk Park and the Tulsa Zoo in the 45th annual St. John ZooRun Presented by New Balance Tulsa in October 2014
- 942 runners participated in the 1-mile Fun Run, 1,114
  participants ran the 5K, 512 participants ran the 10K
  and 42 completed the Tiger Challenge
- More than \$47,000 was raised and will benefit the Building Beyond Your Wildest Dreams capital campaign
- Thank you to our sponsors: St. John Health System, New Balance Tulsa, Linda Brown - real estate and R.E. Patterson











### **HALLOWZOOEEN**

- 16,671 guests attended this five-night spooky (but not too scary) trick-or-treat event, stopping at 16 goblin stops hosted by local businesses
- HallowZOOeen raised over \$89,000 for the Tulsa Zoo in 2014
- Thank you to our generous sponsors: Great Plains Coca-Cola Bottling Company, America Airlines, Burger King, CommunityCare, IHOP Restaurants, Subway, Spirit Aerosystems, BouncePro, BP America, Inc., Helmerich & Payne, Inc., Hilti, Renewal by Andersen, IBC Bank, QuikTrip, and Tulsa County Sherriff's Office







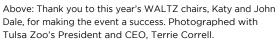


### **WALTZ ON THE WILD SIDE**

- WALTZ on the Wild Side celebrated its 25th year in 2015 and welcomed a sold-out crowd of 1,189 guests
- The theme WALTZ on the Wild Side The Adventure Continues provided guests with a look back through the past 25 years and the projects the event benefited. Guests also enjoyed travel themed cocktails, food from over 40 local restaurants and dancing to the music of the band Professor D
- Over \$220,000 was raised to benefit the Building Beyond Your Wildest Dreams capital campaign to help build a bigger, better zoo











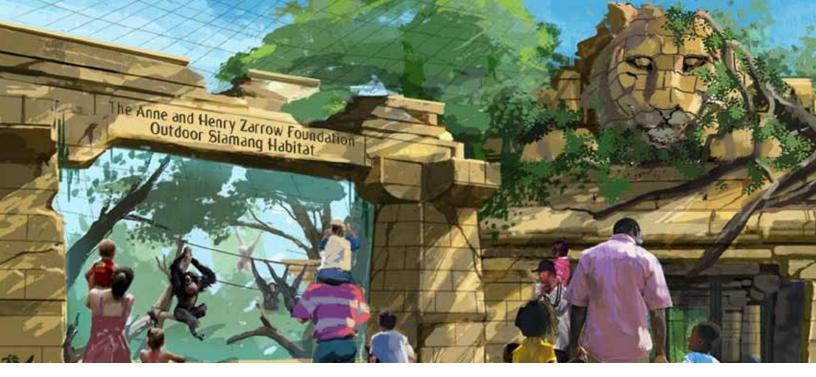






## Private Events

- Private Events saw its third consecutive record-breaking year, ending with revenue in excess of \$650,000 or 27% over our sales goal
- More than 24,000 guests attended one of the 67 company events, 11 weddings, 85 birthday parties, five proms, one reunion, and four other social events for a total of 173 events, breaking the record for the most events held in one fiscal year by 9%
- In addition to the private events, we hosted two new holiday ticketed events: Breakfast with Santa, which included a hot breakfast, holiday crafts and festivities, and photo opportunities with Santa Claus, and Breakfast with the Bunny, a spring event that included a hot breakfast, animal enrichment craft activities, and photo opportunities with the Easter Bunny



# Building Beyond

## Mary K. Chapman Rhino Reserve

After 18 months of construction, the first exhibit of our 20-year master plan was completed and welcomed our rhinos, Buzbie and Jeannie, in November 2014. The \$3.1 million three-acre habitat replaced the 38-yearold exhibit and is a naturalistic home to not only our white rhinos, but also to springbok, grey-crowned cranes, and white storks. The new exhibit includes three connected yards, allowing the different species to share space or be separated when necessary. The new barn offers more than 8,000 square-feet for its new residents, as well as multiple stalls, a medical stall, portable scale, soft flooring, a sand stall and a 20-foot-wide glass viewing window for year-round up-close viewing. Sustainable elements have also been incorporated, including a green roof and the capacity to harvest rainwater.

Donors helped open the exhibit during a ribboncutting ceremony in November 2014. Mayor Dewey Bartlett Jr. provided opening remarks and TZMI President and CEO Terrie Correll led tour of the new barn and a meet and greet with Buzbie and Jeannie.

The Mary K. Chapman Rhino Reserve was funded through a public-private partnership between the City of Tulsa taxpayers and TZMI, with the support of generous private donors including: Mary K. Chapman Foundation, The Grace and Franklin Bernsen Foundation, Founders of Doctors' Hospital Inc., Cuesta Foundation, Great Plains Coca Cola Bottling Company, Harold and Edna White Foundation, and Mr. and Mrs. Bob and Kathy West.

## Lost KingDom Exhibit Complex

With the completion of the Mary K. Chapman Rhino Reserve, the focus shifted to the construction and anticipated groundbreaking of the Lost Kingdom Exhibit Complex. The complex will replace the large cat grottos and will be the first multi-species exhibit complex in nearly 20 years. Lost Kingdom will be home to our tigers, snow leopards, Komodo dragons and siamangs, plus new species joining the Tulsa Zoo animal family, including red pandas and binturongs.

During the 2014-15 fiscal year, construction plans were completed and interviews were conducted for the construction management firm, resulting in the selection of Nabholz Construction, Fundraising continued and we surpassed \$14 million in funds raised for the project thanks to generous donors including: The Helmerich Trust, City Of Tulsa Taxpayers through the Improve Our Tulsa initiative, George Kaiser Family Foundation, Hardesty Family Foundation, Lobeck Taylor Family Foundation, The Anne and Henry Zarrow Foundation, The H.A. and Mary K. Chapman Foundation, The Grace and Franklin Bernsen Foundation, Hille Foundation, Bank of Oklahoma, E.L. and Thelma Gaylord Foundation, The Mervin Bovaird Foundation, Alma and Nick Robson Foundation, Frank and Gayle Eby, Williams, and The Oxley Foundation.

The anticipated groundbreaking for the Lost Kindgom Exhibit Complex is early July 2015, with construction beginning in early fall.

## Volunteers & Pocents

Volunteers and docents serve as guides in the Tropical American Rainforest, aides to zookeepers, teach educational outreach programs and provide programming on zoo grounds. Tulsa Zoo events like WALTZ on the Wild Side, St. John ZooRun presented by New Balance Tulsa and HallowZOOeen are a success thanks to the dedication of our volunteers and docents.

This year, 188 active Wildbunch volunteers worked 13,000 hours on grounds and during events. That translates to a more than \$275.000 contribution in volunteer time from the community. Wildbunch volunteers provide guest services during events as well as in the Tropical American Rainforest, Children's Zoo Contact Yard, Mary K. Chapman Giraffe Experience, Zoorassic Park and for school groups. HallowZOOeen utilized the most volunteer hours with 550 hours in five nights. Zoorassic Park 2 volunteers worked more than 470 for the temporary exhibit as ticket takers and dinokeepers.

The number of Tulsa Zoo Docents grew by 21, with each new docent completing 62 hours of training. These education volunteers contributed over 8,000 hours to educate the public about zoo animals, facilitate learning at the Cox Nature Exchange, present programs to schools, and teach during classes, overnight, and special events.



DOCENT WITH BEARDED DRAGON

- Thousands of square feet of vinyl signage were created and displayed in the zoo for new exhibits and special events. Hand-made signage and displays added variety consistent with area themeing throughout the zoo. In-house concept and design work allowed for the ideation of new exhibits and spaces.
- Demolition of older exhibits allowed us to create new spaces for our growing Komodo dragons, a display area for the endangered Roti-island snake-necked turtles, and increased animal space and ambient light in the Tropical American Rainforest. New materials and techniques enhanced the naturalistic look and feel of guest spaces while maintaining safety and durability, as shown in the Rainforest building's new railing system.
- Full-contact themeing elements increased the zoo's guest experience as sculptural features were added around the zoo, including the Children's Zoo, the Katie Farr Memorial and monolithic sign at the Mary K. Chapman Rhino Reserve.

Our six-member Security team provides 24/7 security 365 days a year. The team provides assistance to staff, guests and vendors, from first aid to on-grounds escorts. Security also provides parking lot patrol throughout the peak season and is responsible for overseeing contract security for all after hour events.

This year, the Security team implemented nine new Automated External Defibulators throughout the zoo. The team is also in the process of implementing nine oxygen tanks to be paired with the AEDs. The Security team was also in charge of the new Zone Captain program. The program ensures a safer, friendlier atmosphere thanks to Zone Captain staff who walk zoo grounds, provide guest assistance and serve as liaisons when security issues arise.

# Findncial Summary

2014-15 Revenue			
Earned Revenue*	4,109,840	36%	
Memberships	1,389,545	12%	•
Management Fee	5,024,468	44%	
Contributions/Education/Special Events/Temporary Exhibits**	766,550	7%	•
General***	143,792	1%	
TOTAL REVENUE	11,434,195	100.0%	

2014-15 Expenditures			
Administration	2,797,058	25%	
Guest Services	934,800	8%	
Facilities & Grounds	2,252,506	20%	-
Education/Special Events/Temporary Exhibits	912,124	8%	
Animal Conservation & Science	3,618,564	32%	
Zoo Improvements	869,143	7%	
TOTAL EXPENSES	11,384,195	100.0%	
TOTAL REVENUE OVER (UNDER) EXPENDITURES	50,000		

## ADDITIONAL FOOTNOTES

Some of the funds include in these lines are reported differently on our audtied financial statements due to reporting classification.

Total Expenditures does not include depreciation expense or in-kind contributions such as utilities paid for by the City of Tulsa.

<sup>\*</sup> Admissions, Concessions, Gift Shop, Attractions, Private Events

<sup>\*\*</sup> Contributions/Education/Special Events include Mary K. Chapman Rhino Reserve, Lost Kingdom Complex, Education Programs, HallowZOOeen, Zoorassic Park

<sup>\*\*\*</sup>Investment Income, Grants and Other Revenues

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Evan Newpher, Zookeeper Maureen O'Leary, Zookeeper

Jennifer O'Neal, Exhibits & Design Curator

Kathryn O'Reilly, Zookeeper Heather Ostenberg, Receptionist Michael Palmer, Groundskeeper Kaylyn Paulsen, Education Instructor Christopher Pearce, Zookeeper Justin Peterson, Attractions Operator Elizabeth Pirnat, Human Resources Director

Brenda Pixley, Vault Manager

Romero Poitier, Environmental Services Technician

Kristin Powers, Zookeeper

Shari Putman, Guest Services Ambassador Kathryn Rasbold, Zookeeper Assistant Aaron Reeves, Attractions Operator

Tyler Ritter, Zookeeper

Bobbie Rolig, Guest Services Ambassador Daniel Roesle, Operations Technician

Jay Ross, Horticulture Curator

Elizabeth Sanders, Environmental Services Technician

Nikolaus Sauer, Attractions Operator

Jessica Scallan, Zookeeper

Robert Schaeffer, Attractions Operator

Jenna Schmidt, Zookeeper Spencer Schultz, Zookeeper Kim Sevier, Zookeeper David Sexton, Zookeeper Laura Shand, Horticulturist

Eldon Shinpoch, Operations Supervisor Scott Shope, Facilities & Grounds Director Kailey Shuler, Zookeeper Assistant John Shuman, Security Officer Wes Sims, Zoological Curator Jaclyn Smith, Attractions Operator

Sage Smith, Environmental Services Technician

James Spencer, Operations Technician Nicolas Stolusky, Event Sales Coordinator

Erik Storjohann, Zookeeper Kaylin Strausbaugh, Zookeeper Jeremy Stutler, Zookeeper

Jacqueline Smith, Horticulturist

Michael Sullivan, Attractions Operator

Denae Swearingen, Guest Services Ambassador

Craig Swenty, Attractions Operator

Marcie Tarvid, Behavioral Husbandry Curator

Kyle Thomas, Zookeeper

Morgan Thompson, Guest Services Ambassador Peggy Thompson, Environmental Services Technician Trevan Torbett, Assistant Attractions Manager

Trent Veppert, Zookeeper

David Walker, Education Supervisor Johnna Walker, IT/Special Projects

Joshua Walker, Environmental Services Technician

Matt Walsh, Attractions Operator

Nick Walters, Guest Services Ambassador Amy Watson, Group Sales Manager Regan Watts, Development Coordinator

Elizabeth Wegner, Zookeeper

Patrick Weisz, Admissions/Membership Manager

Michael Westra, Environmental Services LJ Wethey, Operations Technician Ronald White, Operations Mechanic Hannah Wiese, Attractions Operator Karen Williamson, Group Sales Coordinator

Michael Willis, Security Officer Amy Wills, Guest Services Director Desmond Wilson, Attractions Operator

Troy Wilson, Zookeeper Jennifer Worrell, Zookeeper

Jarrod Wyatt, Assistant Environmental Services Manager

Madison Wyatt, Guest Services Ambassador Margarett Zambrano, Zookeeper Assistant

