



NEWSLETTER

JANUARY 2012

WHAT'S **NEW** AT OCEANS OF FUN?

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www.oceansoffun.org

Website Updates!

2011 brought Oceans of Fun lots of changes to our website and educational program! Last year, Oceans of Fun was fortunate to welcome over 450,000 patrons to our facilities in Milwaukee, WI and at HersheyPark in Hershey, PA. Our visitors learned about seals, sea lions and the environment through our various educational programs including daily marine mammal presentations, hands-on interactive programs, summer camps, intern/volunteer opportunities and community outreach programs.

We have made many updates to our website in the recent months to provide our visitors with information about seals, sea lions and conservation in a user-friendly format. Our most recent addition is a page dedicated to current conservation issues. Check out our Conservation page to learn more about the challenges animals face in the wild and steps you can take to help make a difference!

In addition to our webpage expansion, Oceans of Fun has a Facebook page that helps keep our fans in the know! Join Oceans of Fun on Facebook and keep up to date on animal news, current events and learn about upcoming program specials.

All of these efforts work towards our ultimate goal of providing our visitors with the tools necessary to gain a greater appreciation for animals and the environment.

We are excited to see what 2012 will bring to our organization and welcome the challenge to reach an even larger portion of the community with our education efforts.



www.facebook.com/pages/OCEANS-OF-FUN/106815583641



FEATURE PROGRAMS: Job Shadow

Interested in the career of animal training?

Oceans of Fun, is proud to offer a one-of-a-kind experience for the ultimate animal lover! Learn what it really takes to be a marine mammal trainer in our Animal Trainer Job Shadow Program! You will spend your morning shadowing our trainers while learning about the field of marine mammal care and training. Participants play an active role in the daily care of our seals and sea lion and will have a chance to:

- Prepare animal diets
- Observe and learn how to record animal behavior
- Provide enrichment toys such as Frisbees and boomer balls to the animals. Watch them play and interact with one another!
- Discuss animal training and conservation topics
- Assist in animal husbandry or medical behavior sessions
- Feed our seals and sea lions
- Interact one-on-one with an animal pool-side by giving them hand signals and vocal cues



This hands-on introduction to the world of animal training will give you a peak into the life of a marine mammal trainer. Learn the skills necessary to succeed in the very competitive and rewarding field of marine mammal care!

The Animal Training Job Shadow program is a private program for 1-2 participants available from Labor Day to Memorial Day for anyone ages 13 and older. Join us for a career exploration of a lifetime!

Check out our interactive programs at <http://www.oceansoffun.org/rs/programs> to find a program that works for you!

Interactive Learning





Be part of the action!

Advanced reservations are required for all interactive programming. For more information or to make a reservation, please visit us online at www.oceansoffun.org or contact us at 414-414-453-5527 ext. 1 for more information.

Program Special:

Animal Training Job Shadow—15% off!

Fill your winter with a little warmth with a personal experience with the seals and sea lions at Oceans of Fun! Learn what it takes to care for these amazing animals in the Animal Training Job Shadow program offered daily through May 25, 2012.

Make a reservation or purchase a program gift certificate for the Animal Training Job Shadow between January 10-31st and receive 15% off the program price—a savings of \$37.50!





New Summer Camp Opportunities for 2012!

Join Oceans of Fun in summer 2012 for the ultimate camp experience! If your child is between the ages of 7 - 12, we have a variety of camps for you to choose from. Our summer camps offer the chance to meet our seals and sea lions up close and personal while learning about marine mammals, animal care, training and conservation. From full week programs that immerse campers in the field of marine mammal science to 2-3 day specialty camps focused on animal behavior or animal training, Oceans of Fun has a program that appeals to every animal lover out there. We even offer a 2 day mini camp to introduce your child to the wonderful world of seals and sea lions. As an Oceans of Fun camper, children get the chance to:

- **Learn about seals, sea lions and other marine mammals.**
- **Explore animal adaptations and habitats.**
- **Train seals and sea lions.**
- **Interact with marine mammals and participate in sea lion presentations.**
- **Explore the Milwaukee County Zoo.**
- **Create works of art with the help of our flippered friends.**

Check our website for details on our brand new summer camp programs!



GET YOUR FEET WET



JOIN IN THE FUN!



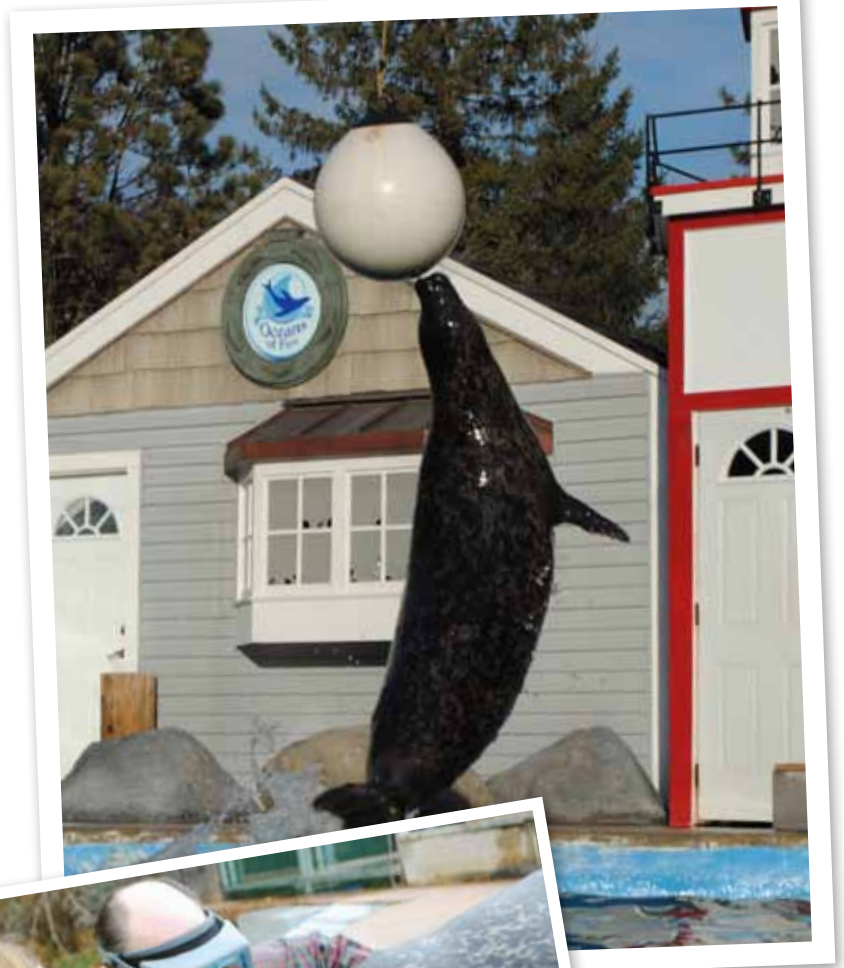


FEATURE ANIMAL OF THE MONTH

Satara

Satara is our beautiful 17 year old female Atlantic harbor seal. Satara joined the Oceans of Fun family in April 1997 on a breeding loan from the Indianapolis Zoo and currently weighs about 130 pounds. She is a curious animal, always checking out the scene before heading on to land for her training sessions. This little seal is an impressive performer with over 100 behaviors ranging from important medical behaviors that allow us to provide her with excellent care to entertaining back flips, tail walks and an ever so cute blow a kiss behavior! Satara is an icon in the marine mammal community and is known for her behavior repertoire as most harbor seals in zoos and aquariums do not learn the flashy behaviors our resident seal diva performs with ease!

Unlike most other pinnipeds, harbor seals are generally solitary and rarely interact with one another. An exception to this is the strong mother-pup bond maintained until the pup is weaned and begins eating fish. When hauled out on land, adults usually have a few feet between them. However, Satara shares special a bond with her seal buddy Scooter. Scooter joined Oceans of Fun in 2010 in hopes of matching a successful breeding pair. Satara welcomed Scooter to her pool and led him around the environment helping him to learn his new home. Since their introduction, Satara and Scooter have become a breeding pair and we look forward to the possibility of our first harbor seal pup in 2012!

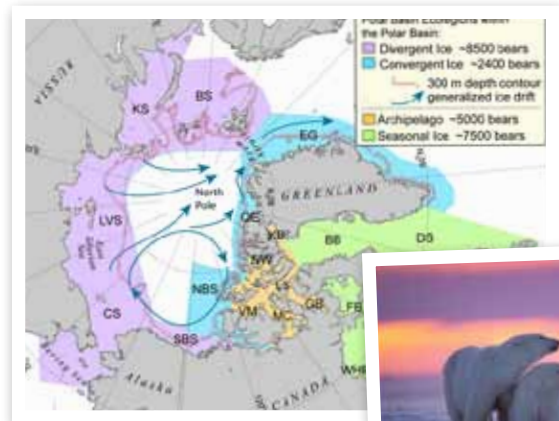


CONSERVATION CORNER

Polar Bears and Our Changing World

Polar bears are the largest land carnivores on earth. They live in the Arctic and depend on sea ice for hunting, resting, and breeding. In recent years, the polar bear's way of life has been increasingly challenged by the lack of sea ice and prey resources present in their natural habitat. Environmental changes are causing drastic impacts in the polar bear's survival strategies. As a top predator, changes in their population and distribution drastically affect the state of the Arctic ecosystem.

In 2008 the United States listed polar bears as a threatened species under the Endangered Species Act (ESA) of 1973. According to the ESA, a threatened species is, "likely to become an endangered species within the foreseeable future throughout all or a significant portion of its range." Currently, 19 populations of polar bears exist in the Arctic with an estimated total of 20,000-25,000 polar bears world-wide (Polar Bear International). These populations are challenged daily by a lack of sea ice, food and resources.



[Click here to learn more about the Arctic sea ice eco-regions.](#)

Polar Bears and Our Changing World

Dr. Steven C. Amstrup, a scientist from Polar Bear International, has split these populations into 4 sea ice eco-regions to study the environmental challenges and impacts to polar bears. These eco-regions are determined by the way the ice forms and changes within each region, and the affects this causes on the polar bears that live there. These regions help scientists to understand all polar bear populations by extrapolating data on how they are surviving based on the health and condition of other populations in the same region. Some of these ice regions will melt more quickly than the others and the bears living in those regions are faced with the most immediate challenges for survival.





CONSERVATION CORNER Polar Bears and Our Changing World (Continued)

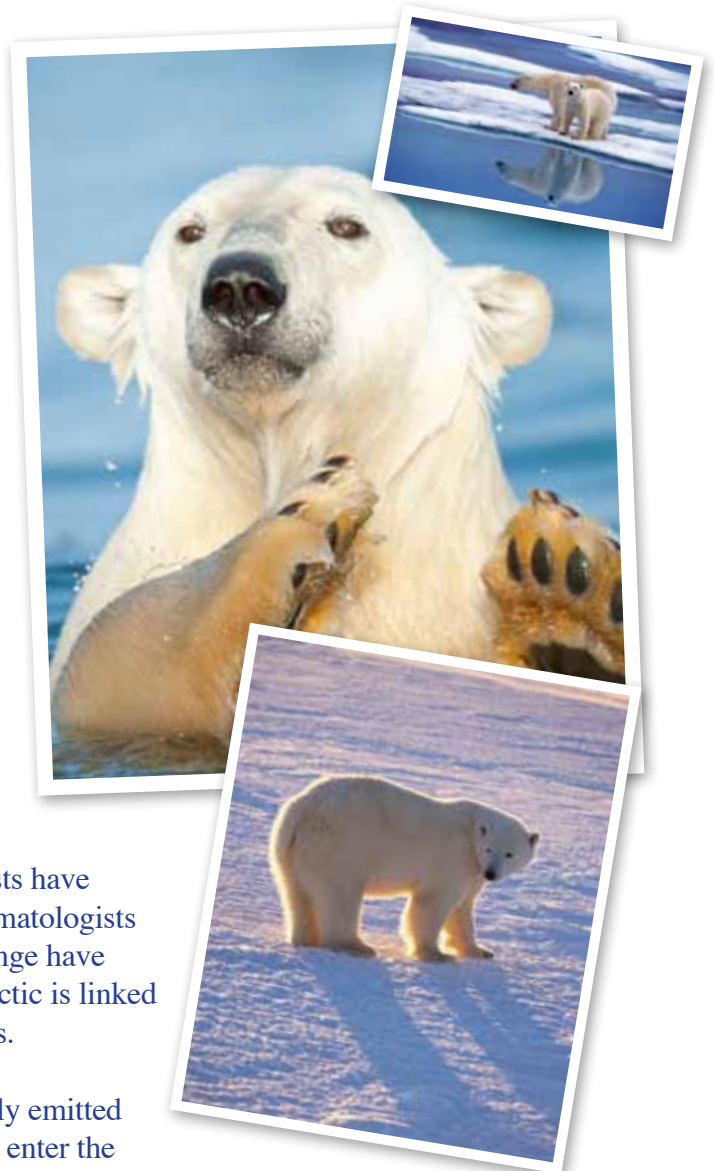
Polar bears depend on the ice for access to their prey. Sea ice reaches its maximum extent in March and minimum extent in September. When the ice is thick, polar bears travel in search of breathing holes in the ice to hunt ringed seals and the occasional beluga whale. These prey sources are very high in blubber content which will help sustain the bears throughout the year. According to the Alaska Science Center, as the summer sea ice melt period has lengthened in the past 25 years, there has been a decline of over half a million square miles of summer sea ice cover. Most polar bears follow the ice as it retreats to stay with their food source, sometimes traveling hundreds of miles to stay alive. Other bears strand on land in the summer months where food is difficult to find.

In recent years, polar bears have been challenged by the reduction in sea ice and the increased distance between ice floes. According to scientist Walt Meier of the National Snow and Ice Data Center, "The long-term trend is becoming more and more clear: sea ice has declined by 12 percent per decade since 1979, and the last five years have still been the five lowest in the satellite record." This forces polar bears to swim further distances each year in search of ice. Polar bears in the seasonal ice areas are the most endangered with longer and longer ice-free seasons testing the limits of their fat reserves and physical endurance.

Polar Bear Conservation and Awareness

Polar bears have become a key ambassador for conservation education and climate change awareness. The challenges these animals face help teach about environmental issues impacting the world. The most significant challenge affecting polar bear survival is the lack of sea ice. While there are multiple causes for this increase in ice melt, scientists have come to an agreement on the primary cause. Hundreds of climatologists participating in the Intergovernmental Panel on Climate Change have concluded with at least 90% certainty that warming in the Arctic is linked to human activities that cause a build up of green house gases.

Some greenhouse gases occur naturally while others are solely emitted through human activities. The primary greenhouse gases that enter the atmosphere because of human activities are carbon dioxide, methane, nitrous oxide and fluorinated gases. The increase of greenhouse emission due to human activities is causing our climate to change more rapidly than it would naturally, creating environmental problems across the globe.





CONSERVATION CORNER Polar Bears and Our Changing World (Continued)

Ready to Take Action?

Though the changes to the environment may seem overwhelming, it's important to remember that it is not too late to take action to help protect the environment and the animals that call our planet home. We can all make a difference by making small changes in our daily lives. These simple steps will soon become habits and ultimately influence your daily choices and inform your everyday decisions.

- Avoid drive-through businesses; don't idle for more than 30 seconds.
- Use no more water than needed.
- Consume less meat. Eat three meatless meals per week.
- Avoid products with excess packaging.
- Support environmentally-friendly companies.
- Encourage members of your social circles to adopt sustainable lifestyles—and lead by example.

Visit Coca Cola's Arctic Home webpage to learn more about their partnership with the World Wildlife Fund (WWF) to help protect the polar bear's Arctic Home. Together, they are raising awareness and funds to help create a safe haven for the bears through a project called "Arctic Home."

Coca-Cola is making an initial donation of \$2 million to WWF and inviting everyone to join the effort. By

texting the package code found on their products to 357357, people can make an individual donation of \$1 toward WWF's efforts to protect the polar bear's home. They also can donate online at ArcticHome.com. Coca-Cola will match all donations made with a package code by March 15, 2012, up to \$1 million.



Funds raised will support WWF's polar bear conservation work. This includes working with local communities, supporting cutting-edge research, and carrying out additional conservation work with partners.

Sources

EPA Climate Change Website:

<http://www.epa.gov/climatechange/index.html>

The National Snow and Ice Data Center:

<http://nsidc.org>

New England Aquarium:

Climate Change Effects on Ocean Animals

http://www.neaq.org/conservation_and_research/climate_change/effects_on_ocean_animals.php

Polar Bear International:

www.polarbearsinternational.org

USGS Alaska Science Center:

http://alaska.usgs.gov/science/biology/polar_bears/pbear_sea_ice.html

Interested in learning more about climate change, carbon footprint and ways to take action?

Check out these resources for more information:

Do you know your carbon footprint?

<http://www.oceansoffun.org/index.php/136>

Polar Bear International

<http://www.polarbearsinternational.org>

Climate Change and Green House Gases

<http://www.epa.gov/climatechange/index.html>

Arctic Home

<https://www.arctichome.com/web/index.html>





CONSERVATION CORNER

Green Ideas

What does going “green” mean?

Going “green” is simply making eco-friendly choices in the products we purchase and the food we consume for a healthier lifestyle.

Check out these “green” tips to consider this winter!

- *Use an eco-friendly snow and ice melt this winter. Rock salt may be cheap but it creates problems for plants, groundwater supplies, pets and children who play outside. Keep your family and the environment safe with an alternative deicer that works in lower temperatures than traditional rock salt.*
- *Stop the drafts. Hold a burning stick of incense near windows and doors to locate gaps and drafts. You can easily seal these gaps with caulk for a warmer and more energy efficient winter.*
- *Invite people over. Instead of turning up the heat when the indoor temperature drops, invite friends and family for an impromptu party. Research indicates that each guest is the equivalent of a 175-watt heater! Not only will you have fun, you’ll feel toasty, too.*





INTERNS/VOLUNTEERS

Have you always loved marine mammals and are interested in the field of animal training? Are you passionate about education and want to assist with our mission for conservation? Do you love the earth and want to help make a difference? Then our volunteer and internship programs are a great fit for you.

Oceans of Fun is actively interviewing for spring and summer 2012 intern and volunteer positions at both the Milwaukee, WI and HersheyPark locations. Our programs teach individuals how to be an animal care and environmental specialist. Learn about animal diets, facility care, animal training, medical programs, and assist our staff in educating the public and our Milwaukee county zoo guests on how to care for the environment.

Education Internship --- New in 2012!

To help promote our mission to educate the public about marine mammals, the environment and conservation, Oceans of Fun has designed a brand new internship for individuals interested in exploring the field of informal education. Learn how to communicate valuable messages to audiences utilizing some of the most engaging teaching tools you have ever experienced, the seals and sea lions at Oceans of Fun!

We are actively looking for individuals that are 18 years of age or older and that are highly motivated for all positions. If you are interested in applying, please apply online at www.oceansoffun.org or contact our Interim Intern & Volunteer Coordinator, Kelly Kamrath at kelly@oceansoffun.org for more details.

GET YOUR FEET WET



MAKE NEW FRIENDS



Gift Certificates



GIVE THE GIFT OF A LIFETIME!

Give the gift of a lifetime by purchasing a gift certificate for an Oceans of Fun interactive program! These unique, up-close and personal experiences with our seals and sea lions will create lasting memories in the lives of your family and friends.

Gift certificates are available for a variety of experiences including day camps, junior training programs, in-water adventures and job shadow opportunities. Whether you are 5 or 100, there is a program for everyone!

For more information on our programs or to make a reservation please visit us at www.oceansoffun.org or call 414-453-5527 ext. 1

More Info!



SPONSOR A SEAL OR SEA LION

Oceans of Fun is a privately owned Wisconsin corporation, located inside the Milwaukee County Zoo. It is our goal to provide the best possible environment, training, husbandry, and care for our marine animals with the focus of educating the public about marine life, environmental preservation, and conservation. You can help care for our animals by donating items from our wish list and by sponsoring one of our beautiful animals!

BECOME A SEAL AND SEA LION SPONSOR!

By sponsoring one of our seals and sea lions, you will be contributing directly to the animal's care. Sponsorship is a great way to get involved and can also be a wonderful gift for that special occasion or holiday! When you sponsor an animal we will send you a special gift of appreciation for your donation. Choose any one of our amazing animals at Oceans of Fun to sponsor and see the chart below for special gifts. To sponsor an animal, contact us at 414-453-5527 ext. 1.

Sponsorship Gifts of Appreciation

Oceans of Fun Sponsorship Levels	Annual Donation	E-Newsletter & Updates	Personalized Adoption Certificate	5 x 7 Photo Of Your Animal	Official Oceans Of Fun T-Shirt	10% Discount At the Sea Lion Shoppe	Sea Lion Show Tickets	Painting Session for One With an Animal	Original Seal or Sea Lion Canvas Painting	Private Behind The Scenes Tour	Private Animal Training Demo 15 min
Copper Sponsor	\$50	X	X	X							
Bronze Sponsor	\$75	X	X	X	X						
Silver Sponsor	\$125	X	X	X	X	X	4 Tickets				
Gold Sponsor	\$250	X	X	X	X	X	10 Tickets	X	X		
Platinum Sponsor	\$500	X	X	X	X	X	15 Tickets	X	X	15 Guests	15 Guests

Which Animal Should I Sponsor?

Choose any one of our animals to sponsor! To view information about each of our animals, visit us at www.oceansoffun.org and select our animal page for biographies on each of our slippery stars. Then, once you decide which animal you would like to sponsor, contact us to sign up for a one year sponsorship!

Learn More About the Oceans of Fun Animals!

Meet Slick...

Slick is our Dominant Male California Sea Lion. He weighs in at over 700 lbs!



Meet Satara...

Satara is our 16 year old female Atlantic Harbor seal. She weighs 120 pounds and has a fun, spunky attitude!





SPONSORSHIP REGISTRATION AND PAYMENT

Sponsorship Gifts of Appreciation

Oceans of Fun Sponsorship Levels	Annual Donation	E-Newsletter & Updates	Personalized Adoption Certificate	5 x 7 Photo Of Your Animal	Official Oceans Of Fun T-Shirt	10% Discount At the Sea Lion Shoppe	Sea Lion Show Tickets	Painting Session for One With an Animal	Original Seal or Sea Lion Canvas Painting	Private Behind The Scenes Tour	Private Animal Training Demo 15 min
Copper Sponsor	\$50	X	X	X							
Bronze Sponsor	\$75	X	X	X	X						
Silver Sponsor	\$125	X	X	X	X	X	4 Tickets				
Gold Sponsor	\$250	X	X	X	X	X	10 Tickets	X	X		
Platinum Sponsor	\$500	X	X	X	X	X	15 Tickets	X	X	15 Guests	15 Guests

SPONSORSHIP LEVEL: _____ **DONATION AMOUNT ENCLOSED:** _____

DESIRED ANIMAL'S NAME: _____ **DATE:** _____

BUYER'S NAME: _____ ***CHECK NUMBER:** _____

(MAKE CHECKS PAYABLE TO: OCEANS OF FUN)

BILLING ADDRESS: _____ **CITY:** _____ **STATE:** ____ **ZIP:** _____

PHONE: _____ **E-MAIL:** _____

(LEAVE BLANK IF INFORMATION IS THE SAME AS ABOVE)

SPONSOR'S NAME: _____

MAILING ADDRESS: _____ **CITY:** _____ **STATE:** ____ **ZIP:** _____

PHONE: _____ **E-MAIL:** _____

**CREDIT CARD PAYMENTS AVAILABLE BY PHONE: 414-453-5527 ext. 1.*

**CASH PAYMENTS AVAILABLE AT OUR SEA LION SHOPPE AT THE MILWAUKEE COUNTY ZOO.*

IF INTERESTED, PLEASE FORWARD YOUR DONATION ALONG WITH YOUR REGISTRATION FORM TO:

OCEANS OF FUN
10001 W. BLUEMOUND ROAD MILWAUKEE, WI 53226
414-453-5527 ext. 1 www.oceansoffun.org

**Once your payment is received, all animal sponsorships and donations will be processed and gifts of appreciation will arrive to your mailing address in 7 – 10 business days. Thank you!*