



Minnesota State Zoological Board.  
Zoo-Related Organizations Files.

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*Caron  
(Zoo Walk)*

12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124  
612/432-9010

October 12, 1979

Mr. I. A. Sorensen  
3208 Webster Ave.  
Minneapolis, Mn. 55416

Dear Mr. Sorensen:

First, many thanks for your commitment to the Zoo and continuing support of Zoo Walk activities.

Let me also express my concern for the confusion you are experiencing regarding your Zoo Walk 79 sponsorships and subsequent awards.

I've checked into the situation thoroughly and obtained the following information:

Although your sponsors may have pledged \$1,015.00, as of October 5, 1979, less than \$200 has been received. Second and third billings were sent because pledge money was not yet received. Award levels are recognized by dollars actually collected rather than by pledges made.

The Zoo Walk Committee this year decided to provide patches instead of certificates; therefore, no one received the type of certificate you were expecting, representing the python, lynx, polar bear and Siberian tiger award levels. You were sent a letter from the Walk Director, Phil Sutherland, acknowledging your award level based on money then received.

Actually, there is no way to adequately thank each of you whose energy and commitment is at the heart of our continued progress together in achieving the goals of this good Zoo. It is gratifying to hear that you are willing to keep working in the service of our common cause. With great appreciation for your support, I am

Sincerely yours,

Edward Kohn  
Director

EK:paj

DRAFT - 10/5/79

Ed - Checked w/ Kathryn -  
Several letters were sent to Mr.  
Lawson from Sutherland and  
John Francis. He just  
hasn't been able to get  
it straight in his head,  
it seems.  
Bob

Dear Mr. Sorenson:

First, many thanks for your commitment to the Zoo and  
continuing support of Zoo Walk activities.

Let me also express my concern for the confusion you are  
experiencing regarding your Zoo Walk 79 sponsorships and subse-  
quent awards.

I've checked into the situation thoroughly and obtained  
the following information:

Although your sponsors may have pledged \$1,015.00, to <sup>as of Oct 5</sup>  
~~date~~ less than \$200 has been received. Second and third <sup>1979</sup>  
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instead of certificates; therefore, no one received the type of  
certificate you were expecting, representing the python, lynx,  
polar bear and Siberian tiger award levels. You were sent a  
letter from the Walk Director, Phil Sutherland, acknowledging your  
award level based on money <sup>that</sup> received.

Actually, there is no way to adequately  
~~show great words?~~  
thank <sup>each</sup> ~~each~~ of you <sup>whose</sup> ~~whose~~ energy and  
commitment is at the heart of our  
continued progress together in achieving  
the goals of this <sup>good</sup> Zoo. It is gratifying  
to hear that you are willing to keep working  
in the service of our common cause. With great appreciation  
for your support,  
Jan 84/84

SEP 18 1979

Minnesota Zoo  
MR. EDWARD KOHN  
Director of the Minn.  
Zoological Garden  
in Apple Valley Minnesota

3208 Webster Ave  
St Louis Park  
Minnesota  
55416

Sept. 16, 1979

Dear Mr Kohn: -

On May 5, 1979, I was fortunate to be able to help the Minnesota Zoo, by the Zoo Walk 79. My sponsors donated One Hundred and Fifteen Dollars and Fifty cents (\$1015.50) to the Minnesota Zoo.

Since this period several unfortunate things have happened

(1) My Sponsor have been billed two (2) to three (3) times (instead of one only original bill?)

(2) Last year in 1978 I was able to raise over \$2000 for which I received (1) Eagle Award (for 60 years) (2) Timber Wolf Award

could to 2 please

③ 2 Free Tickets to the <sup>2</sup>Mem Zoo.

This year 1979 I have not received

① Pyatton Award

② Lynx Award

③ Polar Bear Award

④ Siberian Tiger Award

I received 1 Free Ticket, A Polar Bear Patch, Free Kites etc at the Darry Queen Bldg at State Fair location.

Sir, I have written to several persons at the Zoo, to date I have received no answer to my letters.

We (19 pages of Sponsons and myself) will appreciate anything contribution you can do for us. Sincerely yours

PS (Next year 1980

should the Zoo have a Walk again (for the 3rd yr) I'd like to help)

Mr. Jan A. Salense.

I. A. Sorensen  
3208 Webster Avenue  
Minneapolis, Mn. 55416



Attention please!  
MR EDWARD KOHN  
Director of the  
Minnesota Zoological  
Garden

Minnesota Zoo  
Apple Valley  
Minnesota  
55124

I know you're there  
there's no need to knock

Glass is for looking through...  
...please don't knock!

*Orig. to Nanny w/ Ed's note  
given to handle with Vicki  
(today)"*

OCT 19 1979

Sandra C. Stokesbary  
4203 Wentworth Avenue South  
Minneapolis, Minnesota 55409  
October 17, 1979

*copied Vicki*

*routed to  
Mgmt. Dep.*

Ed Kohn, Director  
Minnesota Zoological Garden  
12101 Johnny Cake Ridge Road  
Apple Valley, Minnesota 55124

Dear Ed,

Just a note confirming our conversation today.

Our trip winner, Carol Myron will be leaving October 24 on her trip to Disneyland and the San Diego Zoo. Zoo Walk 79' appreciates the zoo staff's help in getting out a press release and photos. Background information may be obtained from files at the MZG Foundation and from Vicki Uschida.

The Zoo Walk Committee would like the presentation of the \$5,000 for Como Zoo to occur in front of the polar bear exhibit, hopefully, with the bear in view. I am to present the check on behalf of all the volunteers, and we would like you to accompany me.

Originally, the date the Committee had in mind was during the winter holiday season. Now, the time and date likely to get the most press is our preference.

One of our members has suggested that Nancy Gibson get a St. Paul paper to cover the event with a photographer and then obtain photo copies which she can then distribute to other major newspapers. Please feel free to use whatever resources available, since the concern of the committee is simply to get some good press for the Zoo Walk and MZG.

Please let me know of tentative plans.

Thank you,

*Sandra C. Stokesbary*  
Sandra C. Stokesbary  
Chairperson  
Zoo Walk 79'



# ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

SEP 27 1979

Routed to Mgmt. Grp.

3

Zoo Walk

file

## Operating Committee

### Zoo Walk 79

Wednesday, September 12, 1979

4:00 p.m.

First Bank

Public Affairs - Conference Room

1140 Soo Line Building

Minneapolis, Minnesota 55401

## Minutes

A meeting of the Operating Committee of Zoo Walk 79 was held Wednesday, September 12, 1979, at 4:00 p.m., in the First National Bank, Public Affairs Conference Room, 1140 Soo Line Building, Minneapolis, Minnesota 55401.

Members Present: Sandra Stokesbary, Chairperson; Lou Gelfand, Minnesota Zoological Garden Foundation (MZGF); Margee Kinney, MZGF; Lloyd Brandt, Minnesota Zoological Society (MZS); David Spong, MZS.

Members Absent: Robert Ferguson, MZG.

Others Present: John Francis, Acting Project Director; Robert Voigt, Executive Director MZGF; Kathryn Rosebear, Administrative Assistant MZGF; Chase Davies, Executive Director MZS; and Vicki Uchida, Administrative Assistant MZG.

The meeting was called to order at 4:18 p.m.

### I. Minutes.

Sandra Stokesbary, Chairperson, asked that the minutes of the July 11, 1979, meeting be approved. Margee Kinney motioned for the approval. David Spong seconded. Motion carried.

### II. Financial Report.

Kathryn Rosebear presented the August, 1979, Financial Report, including a projection of funds available for the MZG.

### III. Old Business.

#### A. Pledge Retrieval Update.

Sandra Stokesbary reviewed the pledges collected by the pledge retrieval program, and explained the letter of apology issued to paid sponsors from Mailhouse, Incorporated.

#### B. Zoo Walk Award Winners.

Sandra Stokesbary noted that all award letters and patches have been sent to appropriate walkers and workers.

#### C. Disneyland Trip Winner.

Sandra Stokesbary reviewed the presentation of the prizes being presented to Carol Myron, trip winner.

#### D. Disposition of Supplies.

Margee Kinney motioned that the telephone answering machine be donated to the MZGF. Lloyd Brandt seconded. Motion carried. Margee Kinney motioned that all office supplies be donated to the MZG. Lloyd Brandt seconded. Motion carried.

E. 1977, 1978 and 1979 Walk Records:

All walk records will be stored at the MZG.

F. Other.

Robert Voigt mentioned the status of a claim for unemployment benefits made by the 1978 assistant to the project director of Walk with the Animals.

IV. New Business.

A. Disbandment of Zoo Walk 79 Operating Committee.

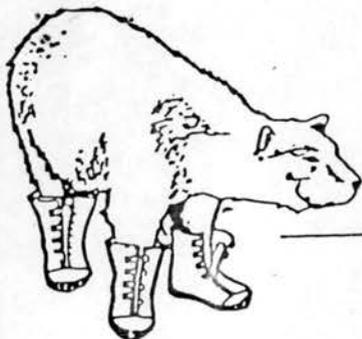
The Zoo Walk 79 Operating Committee will no longer meet, as the Zoo Walk 79 project closes September 30, 1979.

Margee Kinney motioned for the meeting to adjourn. David Spong seconded. Motion carried. Meeting adjourned at 4:58 p.m.

Respectfully submitted,

JOHN FRANCIS  
Acting Project Director

AUG 29 1979



# ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

## ZOO WALK 79 OPERATING COMMITTEE MEETING

September 12, 1979  
4:00 p.m. - 6:15 p.m.

1140 Soo Line Building  
5th and Marquette  
Minneapolis, Minnesota

### AGENDA

- I. Minutes.
- II. Financial Report.
  - A. July, 1979.
  - B. August, 1979.
- III. Old Business.
  - A. Pledge Retrieval Update.
    - 1. Mailhouse Letter.
  - B. Zoo Walk 79 Award Winners.
  - C. Disneyland Trip Winner.
  - D. Disposition of Supplies.
    - 1. Office Supplies.
    - 2. Accountable Supplies.
  - E. 1977, 1978 and 1979 Walk Records.
  - F. Other.
- IV. New Business.
  - A. Disbandment of Zoo Walk 79 Operating Committee.
  - B. Other.

I. Minutes.  
Attached.

II. Financial Report.

- A. July, 1979, Financial Report will be handed out at meeting and explained by Kathryn Rosebear.
- B. August, 1979, Financial Report will be handed out at meeting and explained by Kathryn Rosebear.

III. Old Business.

A. Pledge Retrieval Update.

As of August 28, 1979, \$99,522.00 has been collected from sponsors. This represents 76.6% of total pledged, (\$130,000.00).

1. Mailhouse Letter.

On July 27, 1979, the second mailing was sent, "supposedly, to all unpaid sponsors, who had mailed in their pledge/s by the July 13, 1979, cut-off date. However, due to a programming oversight by Mailhouse, the sponsors pledge/s were credited to the correct walker, but, not eliminated from the mailing list. Consequently, paid and unpaid sponsors received a second mailing of the pledge retrieval envelope. This caused dissatisfaction with the pledge retrieval program, Zoo Walk 79, the Minnesota Zoological Garden, the staff of Zoo Walk 79 and a comparison to past Zoo Walks and their being mismanaged. Over 500 telephone calls and over 300 notes and letters were received at the Walk Office, expressing sentiments ranging from rage to disappointment to a few sponsors sending in two payments. Mailhouse, after discussions with John Francis, agreed to send a letter of apology and explanation to all sponsors who paid, but, received the second mailing. (Copy attached.)

B. Zoo Walk 79 Award Winners.

All award letters and patches were mailed to appropriate walkers/workers by July 31, 1979. There has been no adverse reaction to the inclusion of a patch and personal letter, instead of an award certificate, as issued in past Walks.

C. Disneyland Trip Winner.

Ms. Carol Myron was notified by telephone and mail, and told of her selection in the random drawing, as the Disneyland/San Diego Zoo winner. Western Airlines, San Diego Zoo Admission and Disneyland Admission and Ride Tickets have been purchased. Edward Kohn, MZG General Director and Sandra Stokesbary will make the presentation to Ms. Myron at 11:00 a.m., Thursday, September 13, 1979, at the MZG. A photographer from the MZG and possibly the Richfield newspaper will be present.

Reimbursement of \$750.00 for this promotional campaign has been received from Western Airlines.

D. Disposition of Supplies.

- 1. Attached is a list of all miscellaneous office supplies. Disposition should be determined.
- 2. Attached is a list of all accountable supplies. Disposition should be determined.

E. 1977, 1978 and 1979 Walk Records.

All 1977, 1978 walk records have been placed in storage boxes and labeled. All 1979 walk records will be placed in boxes and labeled. The place/area of storage should be determined.

F. Other.

IV. New Business.

A. Disbandment of Zoo Walk 79 Operating Committee.

Formal disbandment of Zoo Walk 79 Operating Committee.

B. Other.

ZOO WALK '79



33 East Wentworth Avenue  
West St. Paul, Minnesota 55118

Non-Profit Org.  
U.S. POSTAGE  
PAID  
St. Paul, MN  
Permit NO. 5460

Dear Zoo Walk Sponsor:

Due to a computer programming error,  
you may have received a second request for  
payment of your Zoo Walk '79 pledge. Our  
records have now been corrected to verify  
that your pledge has been paid in full,  
and we apologize for any inconvenience  
caused. Thank you for your patience.

MAILHOUSE, INC.



# ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

## MISCELLANEOUS OFFICE SUPPLIES

Rubber Cement - 1 can	Rubber Bands - 6 boxes
Rubber Cement Dispenser - 1 bottle	Paper Clips - 21 boxes
Adding Machine Tape - 6 rolls	Name Tags - 150 each
Staples - 7 boxes	Staplers - 25 each
Scotch Tape - 6 rolls	Stamp Pad Ink - Black - 2 bottles
12" Ruler - 4 each	Stamp Pad Ink - Red - 1 bottle
Pencils - 29 each	Stamp Pads - 9 each
Pens - 35 dozen	Markers - Assorted Colors - 2 dozen
Twine - 2 rolls	Finger Pads - 2 dozen
Pressure Sensitive Tape - 4 rolls	Chalk - 1 box
Crayons - 2 boxes	Reinforcements - 1 box
Notorial Seals - 2 boxes	Correction Fluid - 3 bottles
Hole Punch - 14 each	Note Book Binders - 3 each
Porcelain Moisteners - 2 each	Tape Dispenser - 2 each
Super Envelope Moistener - 1 each	Extension Cord - 1 each
Nylon Post Binders - 2 sets	Rolodex - 1 each
Letter Opener - 2 each	Scissors - 2 each
Desk Calender - 1 each	Ash Tray - 2 each
Eraser Sticks - 2 each	Dictionary - 1 each
Thesaurus - 2 each	Anthology of English Literature - 1 each
Medical Supplies - Assorted	



# ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

## OFFICE EQUIPMENT

### ZOO WALK INVENTORY

<u>AMOUNT</u>	<u>DESCRIPTION</u>	<u>WALK OFFICE</u>	<u>SUPPLY ROOM</u>
1	In and Out Board	1	
1	Pencil Sharpener, Manual	1	
3	Scales, Postage	3	
3	Vertical Files, Metal	3	
3	Vertical Files, Plastic	3	
1	Coffee Pot, Electric	1	
1	Rolodex, with Index Cards	1	
1	Clock, Electric, Wall Mounted	1	
2	Coat Racks, Wall Mounted	2	
1	Answering Machine, Electric	1	
3	Walkie Talkes, Battery	3	
1	Scale, Weight	1	
8	Chairs, Folding, Metal (Hamline - S)		8
1	Table, Metal, 1 Drawer		1

### MINNESOTA ZOOLOGICAL GARDEN FOUNDATION INVENTORY

2	Bookcase, two shelves, 34" high	2	
1	Bookcase, two shelves, 44" high	1	
1	Desk, Wood, 8 Drawers	1	
1	Desk, Wood, 5 Drawers, left side well	1	
1	Desk, Wood, 5 Drawers, right side well	1	
1	Desk, Wood, 6 Drawers	1	
1	IBM Correcting Selectric II Typewriter	1	
1	Stand, Typewriter		1
*1	Letter Tray, Wood	1	
1	File Cabinet, Wood, 2 Drawer	1	
5	Waste Baskets, Wood	4	1
4	Waste Baskets, Plastic	2	2
1	Waste Baskets, Metal	1	
1	Chair, Wood, with Arms, Soft Bottom		1
1	Chair, Swivel, with Arms, Executive, Brown	1	
2	Chair, Swivel, with Arms, Executive, Black	2	
8	Chair, with Arms, Conference, Soft Back, Wood Bottom	3	5
1	Chair, with Arms, Conference, Soft Back and Soft Bottom	1	
3	Chair, Swivel, Typist	1	2
1	Chair, no Arms, Wood, Soft Bottom		1
1	Chair, no Arms, Wood	1	

1 Table, Wood, 2 Drawer 1

Mc KAY INVENTORY

1 Desk, Wood, 8 Drawers, Executive 1

1 Chair, Swivel, with Arms, Executive,  
Hi-Back, Black 1

ROBERT VOIGT INVENTORY

1 Table, Wood, 2 Drawer 1

\*7 Letter Tray, Wood - Missing



# ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

Operating Committee  
 Zoo Walk 79  
 Wednesday, July 11, 1979  
 4:00 p.m.  
 First Bank  
 Public Affairs - Conference Room  
 1140 Soo Line Building  
 Minneapolis, Minnesota 55401

## Minutes

A meeting of the Operating Committee of Zoo Walk 79 was held on Wednesday, July 11, 1979, at 4:00 p.m., in the First National Bank, Public Affairs Conference Room, 1140 Soo Line Building, Minneapolis, Minnesota 55401.

Members Present: Sandra Stokesbary, Chairperson; Lou Gelfand, Minnesota Zoological Garden Foundation (MZGF); Margee Kinney MZGF; Lloyd Brandt, Minnesota Zoological Society (MZS); and David Spong MZS.

Members Absent: Robert Ferguson, Minnesota Zoological Garden (MZG).

Others Present: Phil Sutherland, Walk Project Director; John Francis, Walk Office Manager; Robert Voigt, Executive Director MZGF; Kathryn Rosebear, Administrative Assistant MZGF; Chase Davies, Executive Director MZS; Vicki Uchida, Administrative Assistant MZG.

The meeting was called to order at 4:18 p.m..

### I. Minutes.

Sandra Stokesbary, chairperson, asked that the minutes for the June 13, 1979, meeting be approved with the correction of Lloyd Brandt's name, incorrectly typed as "Lloyd Gelfand" under item III, A. David Spong moved they be accepted. Lou Gelfand seconded. Motion carried.

### II. Financial Report.

Kathryn Rosebear presented the June 30, 1979, Financial Report, and a sheet indicating "Funds Available for the MZG" based on the fiscal year ending June 30, 1979. Lou Gelfand motioned the Financial Report be accepted. David Spong seconded. Motion carried.

### III. Old Business.

#### A. Pledge Retrieval Update.

John Francis noted that \$84,874.00 has been collected from pledges made by sponsors. This represents 65.3% of the \$130,000.00 pledged.

#### B. Budget Proposal (August 1 through September 30, 1979).

Phil Sutherland presented a proposed budget continuing operations of

the Zoo Walk 79 office and staff. Lou Gelfand motioned for this budget proposal to be accepted. David Spong seconded. Motion carried.

C. Comprehensive Zoo Walk 79 Report.

Complete reports have been distributed to the MZG, MZGF, MZS and the Zoo Walk Operating Committee Chairperson.

D. Volunteer Evaluation Report.

The report has been distributed on an informational basis to the MZG, MZGF, MZS and members of the Zoo Walk Operating Committee.

E. Zoo Walk 79 Operating Committee Recommendations for Future Minnesota Zoological Garden Fundraising Events.

1. Zoo Walk Operating Budget for August 1 through September 30, 1979, approved, (see III, B.).
2. David Spong motioned that the Zoo Walk 79 Operating Committee disband September 30, 1979, with no further recommendations. Lloyd Brandt seconded. Motion carried.
3. The final Zoo Walk 79 Operating Committee meeting will be held September 12, 1979, at 4:00 p.m., at the Soo Line Building. The August, 1979, meeting will be omitted.
4. The chairperson expressed a concern about the increasing cost of each years' Zoo Walk and the decrease in walkers this year. The chairperson then asked the committee what recommendation it wished to make to its' sponsoring organizations. After a discussion, the committee agreed that:
  - a. The MZG should give direction to the organizations supporting it.
  - b. Since, there has been an ongoing committee working to clarify inter-relationships between the MZG, MZGF and MZS, it was felt that any recommendation that would add to these organizational inter-relationships would not be helpful.
5. John Francis was recognized as Acting Zoo Walk Project Director, through September 30, 1979.
6. The MZGF was designated the financial agent for any unfinished Zoo Walk 79 business.
7. The presentation of a check for \$5,000.00 to the Como Park Zoo will take place at a date and time to be decided upon.
8. Lou Gelfand motioned for the Zoo Walk Operating Committee to recommend to Edward Kohn, MZG General Director, that sign/s be erected on the Northern Trek, or at sites so designated by the MZG, to commend past Zoo walkers. Lloyd Brandt seconded the motion. Motion carried.

IV. New Business.

A. Zoo Walk 79 Award Winners.

There are over 500 award winners. Letters and patches will be mailed to all award winners by July 31, 1979.

B. Disneyland Trip - Prize Drawing.

Lou Gelfand motioned that no immediate board members or staff of the MZG, MZGF, MZS or Zoo Walk 79 be eligible for the drawing. David Spong seconded. Motion carried.

Carol Myron's name was selected in a random drawing of all walkers/workers, who had turned in their pledges by June 2, 1979.

C. Zoo Walk 79 Phone-a-thon.

Lou Gelfand motioned that there be no phone-a-thon. His motion was based on his feeling of the negative aspects created by having sponsors called and asked to honor their pledges. After further discussion, Lloyd Brandt seconded. Motion carried.

The meeting was adjourned at 5:30 p.m..

Respectfully submitted,

JOHN FRANCIS  
Walk Office Manager

Addresses for  
Zoo Walk 79  
Thank you Letters  
and Presentations

---

NEEDED by 6/12/79 if possible.  
Thank you.

Phil

C. Walk Day Plans

Rita Rocheford said that everything looks good for Walk Day. Two pre-walk training sessions will be held on April 21 and 24, and a mailing will go out to all individuals interested in serving as a volunteer on the day of the event.

D. Promotions Report

Luann Bruce informed the Committee that due to technical problems, there will be no retelevised public service announcements. Arrangements have been made with each T.V. public service director to promote Zoo Walk through alternative methods (i.e., community calendars). Luann reported that the Zoo Walk press releases have been modified at the request of Edward Kohn. Mr. Kohn was concerned that the public might think that proceeds from Zoo Walk '79 would pay for the entire Northern Trek. Luann has changed the copy to read, "Proceeds from Zoo Walk '79 will be used to improve the Northern Trek".

E. Volunteer Report

Rita Rocheford discussed the mid-project evaluations where district directors were given the opportunity to discuss their individual problem areas. Rita reported that 91% of the districts have been contacted by Zoo Walk volunteers. Rita also mentioned that many schools complained of too many fund-raising requests from various non-profit organizations. In answer to these complaints, Rita has stressed the educational experience available through the viewing of the Northern Trek/Zoo Walk slide show.

F. 20% Shared Proceeds Report

John Francis reported that all of the schools in the Twin Cities area have been contacted regarding the 20% Shared Proceeds option. To date, 50 schools have signed Shared Proceeds Contracts. John said that many schools chose not to participate in the program because they preferred to have all of their pledge money go to the zoo.

G. Other

Chase Davies informed the Committee about the progress of the Dairy Queen Sundae Social sponsored by the Minnesota Zoological Society in conjunction with KDWB, on June 2.

The next Operating Committee meeting will be Wednesday, May 9, 1979, at the Soo Line Building Conference Room.

A motion for adjournment was made by Dave Spong and seconded by Lloyd Brandt. Motion carried. The meeting was adjourned at 6:03 p.m.

Respectfully submitted,

Luann Bruce

~~MINNESOTA ZOO WALK '79~~  
~~1979 OPERATING COMMITTEE~~

⑦ International Dairy Queen  
Mr. Gary See  
Vice President Marketing  
5701 Green Valley Drive  
Bloomington, Minnesota 55435

Minnesota Zoological Board Representatives

① Sandra Stokesbary, Chairperson  
4203 Wentworth Avenue  
Minneapolis, Minnesota 55409  
Home: (612) 823-0316

② Robert Ferguson  
855 Cliff Road  
Eagan, Minnesota 55123  
Home: (612) 454-3909  
Office: (612) 423-4441

Minnesota Zoological Garden Foundation Represer

③ Louis I. Gelfand  
3751 West 22nd Street  
Minneapolis, Minnesota 55416  
Home: (612) 920-1807  
Office: (612) 330-4612

④ Margee Kinney  
1520 Xanthus  
Wayzata, Minnesota 55391  
Home: (612) 473-4146

Minnesota Zoological Society Representa

⑤ Lloyd L. Brandt  
31 East Oaks Road  
North Oaks, Minnesota 55110  
Home: (612) 484-2888  
Office: (612) 370-5176

⑥ David A. Spong, D.V.M.  
27800 Woodside Road  
Shorewood, Minnesota 55331  
Home: (612) 474-3479  
Office: (612) 935-5566

⑧ Mr. Marlin Perkins  
52 Aberdeen Place  
Clayton, Missouri 63105

⑨ Bill Hartman - President  
Twin Cities Disco  
1321 Frost Avenue  
Maplewood, Minnesota 55109

⑩ Mr. John Zavitz  
Pop Shoppe  
785 53rd Avenue N.E.  
Fridley, Minnesota 55421

⑪ Dave Patchit  
Pepsi Cola Company, Incorporated  
1300 East Cliff Road  
Burnsville, Minnesota 55337

⑫ Jim Defeo  
Naegele Outdoor Sign  
1700 West 78th Street  
Richfield, Minnesota 55423

over

13

~~Dennis Morn~~ Mr. Ralph Thomas  
Ralph Thomas Polar Chevrolet  
Highway 61 North and County Road F  
White Bear, Minnesota 55110

17

Tom Strealow  
Dakota County ~~Est.~~ C.E.T.A.  
750 South Plaza Drive  
Mendota Heights MN  
55120

14

Ann Loch  
Walk Day Director  
13411 Diamond Path  
Apple Valley, MN. 55124

5

Robert Hutchinson  
Hutchinson Appraisals  
33 E. Wentworth  
W St. Paul, MN. 55118

6

Carl Weisman  
Western Air Lines  
2956 Metro Drive  
Bloomington, MN 55420

# ZOO WALK 79 AWARDS LIST

pg. 1

- ① Mariel Humphrey  
4840 IDS Tower  
Mpls, Mn 55402
- ② Gretchen Quie  
Governor's Mansion  
1006 Summit Ave  
St. Paul, Mn 55105
- ③ Jack Nichols  
Spray Unifac  
Box 3525 W615  
St. Paul, Mn 55165
- ④ Gary Skopyak  
Lyle Sign Company  
1379 Washington Ave So.  
Edina, Mn 55435
- ⑤ Joan Radosevich  
Dorothy Mayer  
430 Oak Grove  
Suite 406  
Mpls, Mn 55403
- ⑥ Mary Elliott  
Toro Company  
1 Apple Tree Square  
Sec 9 34<sup>th</sup> Ave. So  
Bloomington, Mn 55420
- ⑦ Ceace Haagensen  
Northern States Power Company  
414 Nicollet Mall  
Mpls, Mn 55407
- ⑧ Duane Knops  
Campbell Mithuen  
North Star Center  
Mpls, Mn 55402
- ⑨ Don Engelbrecht  
Superamerica  
1240 West 98<sup>th</sup> St.  
Bloomington, Mn 55431
- ⑩ Gary Haas  
Pako Corporation  
1201 West Broadway  
Mpls, Mn 55411
- ⑪ Tom Cousins  
WCCO-TV  
50 South 9<sup>th</sup> St.  
Mpls, Mn 55402
- ⑫ Vida Niedorf  
KSTP-TV  
3415 University Ave  
St. Paul, Mn 55114
- ⑬ Stuart Lindman  
WTCN-TV  
441 Boone Ave.  
Golden Valley, Mn. 55427
- ⑭ Kay Sutliff  
KMSP-TV  
6975 York Ave So.  
Mpls, Mn. 55410

ZOO WALK '79 AWARDS LIST

PG. 2

1) Lou Buron

KDWB

Box 7-630

St. Paul, Mn 55119

2) Phil Lewis

WCCO-Radio

625 2nd Ave. So

Mpls, Mn 55402

3) Dale Weber

WDGY

10332 Bloomington Freeway

Mpls, Mn 55431

4) H. R. Meier

~~Elmer Olson~~

Hoerner Waldorf

Box 43260

St. Paul, Mn 55164

5) Lloyd Brandt

First Banks System

1140 So. Line Bldg

Mpls, Mn. 55480



12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124  
612/432-9000

June 11, 1979

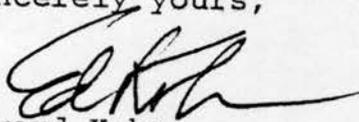
Mr. Tom Cousins  
WCCO-TV  
50 South 9th Street  
Minneapolis, Minnesota 55402

Dear Mr. Cousins:

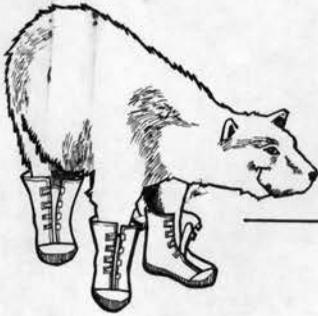
Thank you for your support of Zoo Walk 79. Despite the rainy weather on May 5, 1979, more than 4,000 Minnesota Zoological Garden supporters attended the third annual walk-a-thon. Your support was of great assistance in helping achieve the Minnesota Zoo's goals for improved exhibition on our Northern Trek.

It is enthusiasm such as yours that has made this citizens' venture possible -- a great new zoo in service to all the citizens of the State. I would be delighted to welcome you back in future Minnesota Zoo projects.

Sincerely yours,

  
Edward Kohn  
General Director

EK:pn



## ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

May 24, 1979

Mr. Edward Kohn  
Minnesota Zoological Garden  
12101 Johnny Cake Ridge Road  
Apple Valley, Minnesota 55124

Dear Mr. Kohn:

Enclosed please find a draft for donor recognition letters for Zoo Walk 79 supporters. I suggest that we use a business letter format, as opposed to the proclamation type. Please note that we need 33 such copies on Zoo letterhead with your signature and a gold embossed Zoo seal. I will furnish you with a copy of these recipients next week.

Thank you for your help.

Respectfully,

A handwritten signature in cursive script that reads "Luann Bruce".

LUANN BRUCE  
Promotions Director

LB:jf

Enclosure



DONOR RECOGNITION DRAFT

12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124  
612/432-9000

May 24, 1979

Mr. Don Engelbrecht  
Super America  
1240 West 98th Street  
Bloomington, Minnesota 55431

*achieve*

*goals for improved  
exhibits  
on our  
Northern Trek.*

Dear Mr. Engelbrecht:

Thank you for your support of Zoo Walk 79. Despite the rainy weather on May 5, 1979, more than 4,000 Minnesota Zoological Garden supporters attended the third annual walk-a-thon. Your support was <sup>of great assistance</sup> instrumental in securing contributions which will help <sup>my</sup> improve the Minnesota Zoo's Northern Trek <sup>and help</sup> renovate the polar bear exhibit at the Como Park Zoo.

*would be delighted to welcome you back*  
~~Thank you again for your help.~~ I look forward to working with you again on future Minnesota Zoo projects.

Sincerely,  
*[Signature]*

EDWARD KOHN  
Minnesota Zoological Garden  
General Director

EK:jf

*It is enthusiasm such as yours that has made this great state venture possible - a great new zoo in service to all the citizens of the state.*



f

**zoo walk 79**

5/21

Dear Ed,

We greatly appreciate  
you personal involvement  
in Zoo Walk 79. Your  
support and encouragement  
is great! Truly, Phil

MARY L. DYAR  
89 WALDEN  
BURNSVILLE, MN. 55337

5-4-79

OK 5/11  
cc HC, VU  
K

Mr Edward Kohn, Director

MZG

Dear Mr Kohn,  
Your offer to give some \$ from the  
Zoo Walk to the Como Zoo for replacement  
of their bear that was killed is a  
nice "neighborly" kind of gesture....

But I hope it can be reconsidered.  
It doesn't seem right to divert  
funds raised by MZG Walkers, who  
are mainly young people, to help  
pay for a crime committed by others.  
I for one did not expect that

my sponsorships would be thus  
diverted to make restitution for  
the damage done by people who  
should be held responsible.

Somehow I don't think you've  
kept faith with Walk youngsters  
as their sponsors.

I care about the MZG -  
I'm a 3 year walk worker,  
a class one volunteer and a two  
year Donor Member of the Society -  
and I care about playing it square  
with walkers, workers + sponsors.

Perhaps the Hamm's gift will  
provide a basis for using 200  
walk funds strictly for its  
announced purpose.

Thanks for your consideration -  
And Good Luck for Walk '79  
Mary L. Dyar



# ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

May 2, 1979

Edward Kohn  
General Director  
Minnesota Zoological Garden  
12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124

Dear Ed:

The new scheduled meeting of the Zoo Walk '79 Operating Committee is May 9, 4-6 p.m., at the Soo Line Office Building in Minneapolis.

Enclosed please find an agenda for the meeting as well as the minutes of our last meeting. There is no information packet enclosed as the pace of Walk Day activity precludes it.

Thank you for your help.

Respectfully,

Phil Sutherland  
Project Director

PS:pb

P.S. This is an exploratory meeting to evaluate Zoo Walk '79 rather than a pre-event up-date meeting.



# ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

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## MEETING NOTICE

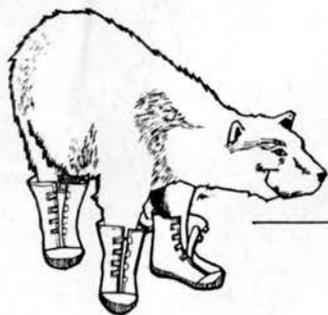
May 9, 1979

4:00 - 6:00 p.m.

Soo Line Office Building  
Minneapolis, Minnesota

## Agenda

- I. Minutes
- II. Financial Report
- III. Old Business
  - A. Project Director's Report
  - B. Operating Committee Members' Reports  
on Walk Day Activities
  - C. Other
- IV. New Business
  - A. Post Walk Day Concerns
  - B. Dairy Queen Sundae Social
  - C. Volunteer Awards
  - D. Donor Awards
  - E. Other



# ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

## OPERATING COMMITTEE

### ZOO WALK '79

Wednesday, April 11, 1979  
4:00 p.m.

First Bank, Public Affairs  
Conference Room  
1140 Soo Line Building  
Minneapolis, Minnesota

### Minutes

A meeting of the Operating Committee of Zoo Walk '79 project was held on Wednesday, April 11, 1979, at 4:00 p.m., in the First National Bank, Public Affairs Conference Room, 1140 Soo Line Building, Minneapolis, Minnesota.

Members Present: Sandra Stokesbary, Chairperson; Lou Gelfand and Margee Kinney, Minnesota Zoological Garden Foundation; Dave Spong and Lloyd Brandt, Minnesota Zoological Society.

Others Present: Phil Sutherland, Walk Project Director; Luann Bruce, Promotions Director; John Francis, Office Manager; Rita Rocheford, Director of Walk Volunteers, Zoo Walk '79; Robert Voigt, Executive Director; Kathryn Rosebear, Administrative Assistant, Minnesota Zoological Garden Foundation; Chase Davies, Executive Director, Minnesota Zoological Society; and Vicki Uchida, Administrative Assistant, Minnesota Zoological Garden.

The meeting of the Walk Operating Committee was called to order by the Chairperson, Sandra Stokesbary at 4:20 p.m.

#### I. Minutes of the Operating Committee, March 21, 1979

The Chairperson asked for a motion to approve the minutes of the March 21, 1979 meeting. Lou Gelfand moved that the minutes of the March 21 meeting be accepted as read. The motion was seconded by Dave Spong. Motion carried.

## II. Financial Report

Kathryn Rosebear explained the new financial report format. Kathryn said that although the new format makes it appear that the project is over budget, the project (at \$24,177.23) is within budget. Dave Spong moved that the financial report be accepted as read. The motion was seconded by Lou Gelfand. Motion carried.

## III. Old Business

### A. Route

Vicki Uchida presented the Zoo Walk route which was approved by the Commissioners of Dakota County and the cities of Apple Valley and Eagan. Vicki said that the Apple Valley police, Dakota County rangers, and 20 members of the mounted patrol have offered their assistance on Walk Day. On behalf of the Operating Committee, the Chairperson accepted the route.

### B. Zoo Run '79

Phil Sutherland reported on other runs scheduled this year in the Metropolitan Twin Cities area. Phil recommended that the Committee should wait before making a decision on Zoo Run '79 pending the success of the April 28th "Get in Gear" and the May 19th, "Run for Your Life" events.

### C. Operating Committee May 5th Assignments

Phil Sutherland recommended that Committee members attend one of the training sessions prior to Walk Day. Phil requested that Committee members give assistance and observe to get a "hands on experience for fact gathering" on Walk Day.

## IV. New Business

### A. Minnesota Zoological Garden Special Fund Raising Event Suggestions

Phil Sutherland explained his additional research regarding additional fund-raising events. Phil suggested the following fund-raising events: 1) a celebrity gourmet gala; 2) sales promotions; 3) direct mail campaigns; and 4) sport tournaments. Phil recommended that the Committee decide the criteria for a 12 month project, and evaluate Zoo Walk '79 at the next meeting.

### B. Zoo Walk '79 Lunches

The Chairperson requested the names of potential contacts for donated food on Walk Day.

C. Walk Day Plans

Rita Rocheford said that everything looks good for Walk Day. Two pre-walk training sessions will be held on April 21 and 24, and a mailing will go out to all individuals interested in serving as a volunteer on the day of the event.

D. Promotions Report

Luann Bruce informed the Committee that due to technical problems, there will be no relevised pbulic service announcements. Arrangements have been made with each T.V. public service director to promote Zoo Walk through alternative methods (i.e., community calendars). Luann reported that the Zoo Walk press releases have been modified at the request of Edward Kohn. Mr. Kohn was concerned that the public might think that proceeds from Zoo Walk '79 would pay for the entire Northern Trek. Luann has changed the copy to read, "Proceeds from Zoo Walk '79 will be used to improve the Northern Trek".

E. Volunteer Report

Rita Rocheford discussed the mid-project evaluations where district directors were given the opportunity to discuss their individual problem areas. Rita reported that 91% of the districts have been contacted by Zoo Walk volunteers. Rita also mentioned that many schools complained of too many fund-raising requests from various non-profit organizations. In answer to these complaints, Rita has stressed the educational experience available through the viewing of the Northern Trek/Zoo Walk slide show.

F. 20% Shared Proceeds Report

John Francis reported that all of the schools in the Twin Cities area have been contacted regarding the 20% Shared Proceeds option. To date, 50 schools have signed Shared Proceeds Contracts. John said that many schools chose not to participate in the program because they preferred to have all of their pledge money go to the zoo.

G. Other

Chase Davies informed the Committee about the progress of the Dairy Queen Sundae Social sponsored by the Minnesota Zoological Society in conjunction with KDWB, on June 2.

The next Operating Committee meeting will be Wednesday, May 9, 1979, at the Soo Line Building Conference Room.

A motion for adjournment was made by Dave Spong and seconded by Lloyd Brandt. Motion carried. The meeting was adjourned at 6:03 p.m.

Respectfully submitted,

Luann Bruce



# ZOO WALK '79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

TO: Board Members:

Minnesota Zoological Garden  
Minnesota Zoological Garden Foundation  
Minnesota Zoological Society

FROM: Luann Bruce, Promotions Director  
Zoo Walk '79

DATE: May 2, 1979

SUBJECT: YOUR LAST NOTICE!

That's right! This is our last memo to tell you about the schedule for Zoo Walk '79 . . . and to remind you that this Saturday, May 5th, will be a great day for and at the Minnesota Zoo.

Attached is a schedule designed for Zoo Guests on May 5. Special parking is not available for Board members so get there early.

Please feel free to call me at (612) 457-3640 if I can provide further information.

LB:pb

Attachment



## ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

May 1, 1979

Robbie Schmidt  
General Manager  
Hamm's/Olympia Brewery  
707 Minnehaha Avenue East  
St. Paul, Minnesota 55106

Dear Mr. Schmidt:

Just a note to let you know that the Zoo Walk 79 project truly appreciates your recent generous gift to the Como Park Zoo. Edward Kohn, Minnesota Zoological Garden Director, and I were not aware of your previous support of the Como Park Zoo and we applaud your continued support.

Be advised that \$5,000.00 of Zoo Walk receipts will be donated to the Como Park Zoo to improve the polar bear exhibit.

I would enjoy arranging a tour of the Minnesota Zoo for you and introducing you to Mr. Kohn, at your convenience. I will call soon regarding this matter.

Respectfully,

A handwritten signature in cursive script that reads "Phil Sutherland".

PHIL SUTHERLAND  
Project Director

PS:jf

cc:Edward Kohn  
Robert Sullivan



# ST. PAUL'S COMO ZOO

MIDWAY PKWY. & KAUFMAN DRIVE • ST. PAUL, MINNESOTA 55103

PHONE: 612-489-3221

## MESSAGE

TO Phil Sutherland, Project Director  
ZOO WALK '79  
33 East Wentworth Avenue  
West Saint Paul, MN 55118

SUBJECT Polar Bear Offer

DATE 29 April 1979

Dear Mr. Sutherland,

Thank you very much for the letter of 26th April concerning the cooperative effort of the two Zoos suggested for the ZOO WALK '79; I was deeply moved by Mr. Kohn's offer coming at such a critical time. As you know, Hamm's Brewery has given us the necessary purchase funds. However, I understand that the State Zoo Board and Director still offers a share for repairs to our bear exhibit, from ZOO WALK proceeds. I assume that this is with the approval of the Foundation and the people concerned with ZOO WALK, and I wish to express my most sincere thanks for this evidence of our mutual cooperation for the benefit of zoo animals. I'm sure I speak for our staff, volunteers, Society and for the people of St. Paul when I write this.

I regret that I must be out of town when your ZOO WALK event takes place, but please feel free to call upon our volunteers and staff for this occasion. The time is short, but we can help.

It is truly a tragedy that humans can do this to animals, but let us hope that the focusing of attention will lead to an improvement of the lot of zoo animals in both our zoos.

C.C. ED. KOHN ✓

BY *John A. Fletcher*  
John A. Fletcher, Como Zoo Director

## REPLY

DATE

SIGNED



## ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

April 27, 1979

Mr. Edward Kohn  
Minnesota Zoological Garden  
12101 Johnny Cake Ridge Road  
Apple Valley, Minnesota 55124

Dear Ed:

Thank you and your entire staff for your support of Zoo Walk 79.

The Zoo Walk 79 Operating Committee, volunteer group and staff are very pleased with your magnanimous offer to replace the slain Como Park Zoo - Polar Bear, through Zoo Walk 79 funds.

Recent press developments regarding the growing cooperative spirit between the Minnesota and Como Park Zoos are fantastic and only possible through a community event, such as Zoo Walk 79.

I will call you and Mr. Fletcher soon regarding the Walk Day program.

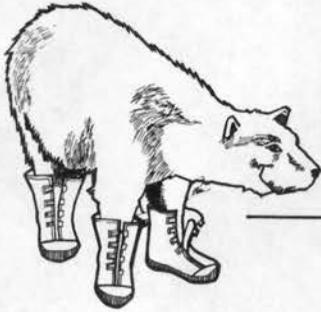
As ever,

A handwritten signature in black ink that reads 'Phil Sutherland'.

PHIL SUTHERLAND  
Project Director

PS:jf

cc:Sandra Stokesbary



## ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

April 25, 1979

Mayor Leo Murphy  
City of Eagan  
3795 Pilot Knob Road  
Eagan, Minnesota 55122

Dear Mayor Murphy:

Thank you for acknowledging our invitation to Zoo Walk 79. Your presence will indeed be missed. Your continued support, cooperation and enthusiasm for Zoo Walk 79 and the Minnesota Zoological Garden is greatly appreciated.

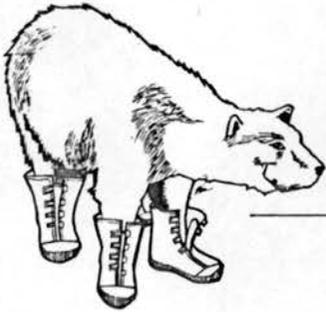
Sincerely,

A handwritten signature in cursive script that reads "Phil Sutherland". The signature is written in black ink and is positioned above the typed name.

PHIL SUTHERLAND  
Project Director

PS:jf

cc:Edward Kohn, MZG



## ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

April 19, 1979

Mayor Leo Murphy  
City Hall  
3795 Pilot Knob Road  
Eagan, Minnesota 55122

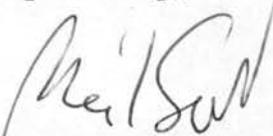
Dear Mayor Murphy:

Thank you for your support of Zoo Walk 79, scheduled rain or shine for May 5 at the Minnesota Zoo.

Be advised that though there is no formal program planned for that day, your presence is requested to show support for the Minnesota Zoo, to meet Director Ed Kohn and to tour the Minnesota Zoological Garden.

Please reply by Friday, April 27. Once again, thank you for your support.

Respectfully,

  
PHIL SUTHERLAND  
Project Director

PS:jf

cc:Ed Kohn, MZG Director  
Sandra Stokesbary, Zoo Walk 79 Chairperson



## ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

April 19, 1979

Mayor Michael Garrison  
City Hall  
14200 Cedar Avenue  
Apple Valley, Minnesota 55124

Dear Mayor Garrison:

Thank you for your support of Zoo Walk 79, scheduled rain or shine for May 5 at the Minnesota Zoo.

Be advised that though there is no formal program planned for that day, your presence is requested to show support for the Minnesota Zoo, to meet Director Ed Kohn and to tour the Minnesota Zoological Garden.

Please reply by Friday, April 27. Once again, thank you for your support.

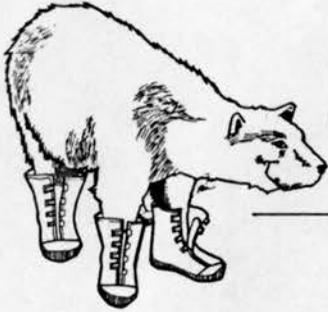
Respectfully,

A handwritten signature in cursive that reads "Phil Sutherland".

PHIL SUTHERLAND  
Project Director

PS:jf

cc:Ed Kohn, MZG Director  
Sandra Stokesbary, Zoo Walk 79 Chairperson



## ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

April 26, 1979

Mr. Fletcher  
Como Park Zoo  
St. Paul, Minnesota 55103

Dear Mr. Fletcher:

It was a great pleasure to meet you this afternoon at the press conference regarding Zoo Walk 79 funding for a new polar bear to replace "Kuma".

This tragic event has become a real community concern throughout the state of Minnesota. Cooperative efforts between the Como Park and Minnesota Zoos have developed a new dimension, which is sure to grow throughout the coming years, and that's great.

I will be contacting you regarding the Zoo Walk 79, on May 5, 1979, rain or shine, program.

Respectfully,

A handwritten signature in black ink that reads "Phil Sutherland". The signature is written in a cursive, flowing style.

PHIL SUTHERLAND  
Project Director

PS:jf

cc:Edward Kohn, MZG  
Sandra Stokesbary

Ed - Anonymously  
sent to Zoo  
it appeared on  
my desk today)  
26 Apr. Bev

K

Zoo Walk 79 is the third annual walk-a-thon for the Minnesota Zoo in Apple Valley scheduled rain or shine for Saturday, May 5. In 1977 and 1978, 15,000 Walkers pledged \$425,000.00 for the Beluga Whale and Minnesota Wildlife Exhibit. This year a projected total of 10,000 Walkers will raise 300,000 pledge dollars to help build the Polar Bear/Seal Exhibit on the Northern Trek.

Transportation of Walkers throughout the Twin Cities to the Zoo is our last major obstacle. It will cost approximately \$7,500.00 to transport 8,000 Walkers to and from the Zoo Walk site on Walk Day. To date, donations from automobile dealers range from \$25.00 to \$900.00 gifts. A special thanks goes to Lindahl Olds and Ralph Thomas Polar Chevrolet.

Please consider us favorably when a Zoo Walk 79 volunteer calls on you to solicit your gift -- large or small.

Respectfully,

*Sandra Stokesbary*  
Sandra Stokesbary  
Zoo Walk 79 Chairperson

SS:ls

You can ask the State for additional funding 'cause your attendance wasn't up to projections... you can ask for additional funding - as above -

But, at Stadium is not to be .. at no cost to taxpayers.  
How can you justify this!? Enclosed is \$ 0.00

"IT AIN'T RIGHT" !!

K

# ZOO WALK VETERAN

The bearer of this card has  
participated in two Minnesota  
Zoological Garden walk-a-thons.  
The MZG salutes your dedication.

\_\_\_\_\_  
Veteran's Signature

May 5, 1979

File



## ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

April 2, 1979

Vicki Uchida  
Minnesota Zoological Garden  
12101 Johnny Cake Ridge Road  
Apple Valley, Minnesota 55124

A large, handwritten mark in the right margin, resembling a stylized 'K' or 'X'.

Dear Vicki:

Attached please find a letter I directed to Ed regarding the development of Zoo Walk '79. It is quite comprehensive, so he may need your input for specifics and clarification. In it I also noted some of the problems, that have long existed between the Minnesota Zoological Garden and Zoo Walk '79 staffs.

I remember that at one point, in late November, it was mutually decided by both staffs that you would be the central facilitator between and for both groups. Be advised that if you were not filling this role as well as you have and as well as you continue to do, that the entire working relationships between both groups would have collapsed long ago. Your sensitivity for dealing with different individuals and your ability to direct myriad efforts to a concrete goal are exceptional and well documented.

We of the Zoo Walk staff thank you for your help and applaud your patience with us and others.

Thank you.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Phil Sutherland'.

PHIL SUTHERLAND  
Project Director

PS:jf

cc:Ed Kohn



MINNESOTA ZOOLOGICAL GARDEN

12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124  
612/432-9000

May 7, 1979

Mrs. Albert H. Quie  
1006 Summit Avenue  
St. Paul, Minnesota 55105

Dear Mrs. Quie:

You were so great to give us your morning on Zoo Walk Day. In my judgment, 6,000 walkers on a day like last Saturday was a very positive declaration of continuing citizen faith in this Minnesota venture. To be greeted by our First Lady at Checkpoint #1 meant a great deal to every participant.

Thanks so very much for being with us. And please, whenever you may have the chance, let us tour the Zoo so you may discover our progress and share with us your ideas for new directions.

Sincerely,

A handwritten signature in dark ink, appearing to be 'E. Kohn'.

Edward Kohn  
General Director

EK:pn



12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124  
612/432-9000

May 7, 1979

Mrs. Muriel Humphrey  
Waverly  
Minnesota 55390

Dear Mrs. Humphrey:

I count 6,000 singing in the rain a tribute to the tenacity of our citizens in their support of a good cause. Thanks so much for launching the Walk for us. You brightened the day.

Sincerely,

A handwritten signature in cursive script, appearing to read "E. Kohn", is positioned above the typed name.

Edward Kohn  
General Director

EK:pn

P. S. I noticed that you liked our new State issue pen.  
Here are a couple from my desk.

EK



## ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

April 12, 1979

Stuart Lindman  
WTCN  
441 Boone Avenue  
Golden Valley, Minnesota 55427

Dear Mr. Lindman:

Enclosed please find a brief biographical sketch of Edward Kohn, 13 interview questions, a Zoo Walk 79 fact sheet, flyer and promotional buttons. These materials are for you to use at your discretion for your April 20th, ~~4:00~~ <sup>3:30</sup> p.m., interview with Mr. Kohn.

Please feel free to call me at (612) 457-3640, if I can be of further assistance.

Thank you for your cooperation.

Sincerely,

A handwritten signature in cursive script, appearing to read "LUANN BRUCE".

LUANN BRUCE  
Promotions Director

LB:jf

cc:Edward Kohn

Enclosures

Edward Kohn  
General Director  
Minnesota Zoological Garden

Date of Birth: February 16, 1930, Chicago, Illinois

Military Service: U.S. Marine Corps, 1951-1953

Health: Excellent

Marital Status: Married with two teenage daughters

Interests: Wilderness camping and backpacking, wilderness canoeing, community service and organized scouting.

Professional Memberships: Professional fellow of the AAZPA, general member of various conservation and wildlife organizations.

Education: University of Wisconsin - 1955  
Major - social psychology

Knapp graduate fellowship in anthropology, University of Wisconsin

Harvard Fellow in anthropology, Cambridge, Massachusetts  
(studied culture and personality and social ecology)

January 2, 1979 - Present

General Director, Minnesota Zoological Garden

May 1973 - December 1978

Deputy Director, National Zoological Park, Smithsonian Institution, Washington, D.C.

July 1971 - April 1973

Assistant to the Under Secretary, Smithsonian Institution, Washington, D. C.

November 1968 - June 1971

Deputy Director, Smithsonian Tropical Research Institute, Canal Zone (and Republic of Panama)

April 1966 - November 1968

Director, Office of Programming and Budget, Smithsonian Institution, Washington, D. C.

December 1963 - April 1966

Executive Officer, Smithsonian Science Information Exchange,  
Washington, D. C.

July 1962 - December 1963

Special Projects Administrator, Smithsonian Astrophysical  
Observatory, Cambridge, Massachusetts

July 1961 - July 1962

Personnel Officer, Smithsonian Astrophysical Observatory,  
Cambridge, Massachusetts

April 1960 - July 1961

Moonwatch Coordinator, Smithsonian Astrophysical Observatory,  
Cambridge, Massachusetts

August 1959 - March 1960

Computer Assistant, Smithsonian Astrophysical Observatory,  
Cambridge, Massachusetts

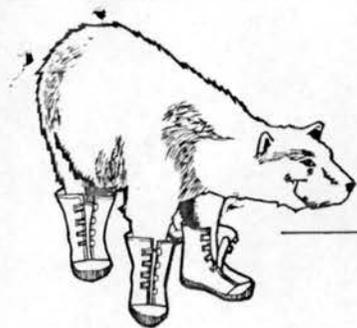
1957 - 1959

Caseworker, Harvard School of Public Health

pn

3/23/79

1. How does the Minnesota Zoo's attendance compare with other zoos?
2. What can visitors expect new this summer?
3. Why isn't the monorail in operation? When will it be operating?
4. We have heard the Zoo is in financial difficulty - not meeting revenue expectations. What is the financial status and how does this compare with other zoos?
5. Are you going to raise admission fees?
6. What are your expansion plans?
7. People have said earlier they had trouble seeing the animals. Is that still a problem?
8. Is it true that hours are going to be extended everyday?
9. What is the relationship of the Zoo to Como?
10. What is Zoo Walk 79?
11. What will the money be used for at the Zoo?
12. Where can people pick up pledge forms?
13. Where can people get more information on Zoo Walk 79?



## ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

---

### FACT SHEET

FOR MORE INFORMATION, CONTACT:  
Luann Bruce  
33 East Wentworth Avenue  
West Saint Paul, Minnesota 55118  
(612) 457-3640

Zoo Walk 79 on Saturday, May 5, at the Minnesota Zoological Garden, is a 20 kilometer, or 12 mile walk to raise money for the Northern Trek of the Minnesota Zoo.

Funds will contribute toward the improvement of the Northern Trek. Construction of the polar bear/seal/fox exhibit has been given top priority. The nature-imitating exhibit will simulate a barren arctic seashore with rocky cliffs and minimal plant life.

Over 15,000 people of all ages walked in 1977 and 1978 raising 425,000 pledge dollars for the Beluga Whale and Minnesota Exhibits at the Minnesota Zoological Garden.

Prior to the Walk, participants are asked to secure pledges of at least 10 cents for each kilometer walked.

Pledge forms are available at all Twin Cities Super America service stations, Dairy Queen Restaurants, Pako filmshops and First Bank System Member Banks.

For more information, call the Zoo Walk Volunteer Office at 457-3640.

STUART LINDMAN  
WTCN  
441 Boone Ave  
GOLDEN VALLEY



# Walkie Talkie

ZOO WALK-79



April 16, 1979

1:5

## Walk steps up after May 5

This year, Saturday, MAY 5, is Walk Day. The Walk is, however, not over on that day. "The Walk begins long before May 5 and climaxes the day of the Walk, but the major steps to complete the Walk will happen after the Walk Day", Rita Rocheford, Director of Walk Volunteers said.

Starting the week of May 8, 20 volunteers each day are needed for the following areas:

- Review each sponsor sheet for clarity and completeness (day or evening hours).

- Incoming money must be counted at the First National Bank in St. Paul (8:00 a.m.-4:00 p.m. weekdays)

- A "thank you campaign" must be organized (day or early evening hours)

- Clerical volunteers are needed in the Walk Office to help re-organize the office, for bulk mailings, and to do some light typing (day-time hours)

- Volunteers are needed to organize the June 2 Dairy Queen Sundae Social sponsored by the Minnesota Zoological

Society in conjunction with KDWB Radio. The Social needs people in the areas of carnival game booth coverage, developing a volunteer recognition program, and helping collect Walk proceeds (walkers are to bring their collected pledges to the Sundae Social).

Rocheford emphasized that post-walk volunteers are vital to the entire success of the Walk, and there would be 2 training sessions for these volunteers. These training sessions will be held:

1. Saturday, April 28 at the Wentworth Office, 33 E. Wentworth, Suite 107, West St. Paul 10:00 a.m. to 12:00 noon
2. Monday, April 30 at the Wentworth Office, 33 E. Wentworth, Suite 107, West St. Paul 7:00-8:30 p.m.

Anyone interested in working on post-Walk Day activities can call Rita Rocheford at the Zoo Walk office, 457-3640. Rocheford said "that we would like to provide opportunities for volunteers to participate on the Zoo Walk project continuously. One way to achieve this is for volunteers to commit to a day or two a week for work on post-Walk activity. The Walk project has been a fulfilling endeavor because of the enthusiasm show by volunteers, and we look forward to their support even after Walk Day."

## Dates

Two Walk Day Volunteer Training Sessions will be held in April. Please choose the one you want to attend.

1. Saturday, April 21 at Diamond Path Elem. School, 14455 Diamond Path, Rosemount 1:00-3:00 p.m.
2. Tuesday, April 24 at the Wentworth Office, 33 E. Wentworth, Suite 107, West St. Paul 7-8:30p.m.

SATURDAY, MAY 5 WALK DAY

June 2, Saturday -- Dairy Queen Sundae Social, sponsored by the Minnesota Zoological Society in conjunction with KDWB, 1:00-5:00 p.m.

## Thanks!

The Zoo Walk Staff gives a tremendous "THANKS" to each of you volunteers for your invaluable work. Each of you has been a marvelous resource and taken much time to help with the organization of Walk Day. Your efforts have built the strength and confidence which will make Walk Day 79 a big success!

## D.D. Notes

The audiovisual equipment and slide shows must be returned by Thursday, May 2.

We must know by April 23 the number of kids which will be participating in Zoo Walk from your district, and how many buses you have reserved.

Buttons should be sold by April 23, which is the deadline to get your bus money into the Zoo Walk office. If you have any extra salable buttons left, they must be returned to the Zoo Walk office no later than April 23. They will be sold for additional proceeds at the Zoo Walk. Please meet this deadline.

# homestretch

## Progress report

RANDI KALLAS EDITOR  
 SHELLEY SWANSON STAFF WRITER  
 IRWIN SCHREINER STAFF WRITER  
 JOAN HASSKAMP STAFF WRITER  
 CHRIS KALLAS TYPIST

This is the last Walkie Talkie before Walk Day. The following facts and figures showcase your strong organization and hard work:

- \* 25,000 additional pledge sheets have been ordered based on demand, and will be available 4/16.
- \* Over 150,000 pledge forms have already been distributed Twin City wide.
- \* 15,000 former Walkers have received mailed invitations to walk.
- \* 91% of the schools in the Walk's 33 districts have been contacted -- by phone, through the mail, or personally by a volunteer.
- \* Five more slide shows have been duplicated, based on demand.
- \* Over 200 pre-Walk volunteers have been trained/equipped with Zoo Walk materials to date.
- \* Over 350 Walk Day volunteers have been assigned for Walk Day jobs, and must attend either of the April

Walk Day Training Sessions (April 21 or 24th).

- \* All major districts in the seven-county metro area have one or more district directors.
- \* District director project evaluations reveal that vast numbers of schools and groups have been contacted, buttons are selling and posters are hanging.
- \* Zoo Walk promotions (posters, a booth, and a bear costume) are appearing in various shopping centers.
- \* The polar bear has appeared at roller rinks and has passed the "Walk word."
- \* More than 60 non-profit groups have returned their shared-proceeds contracts.
- \* District directors are working hard, real hard, on filling buses with walkers from their neighborhood.
- \* Look and listen for the Walk's heavy April schedule of TV and radio ads.
- \* Look for our five billboards -- five more to go.

Thanks for your hard work --- hang in there.

**Zoo Walk • 1979**  
 33 East Wentworth Ave. Suite 107  
 West St. Paul, MN 55118  
 612-457-3640

NON-PROFIT ORG.  
 U.S. POSTAGE  
 PAID  
 St. Paul, MN  
 Permit No. 5460

Mr. Don Bridgewater  
 Minn Zoological Garden  
 12101 Johnny Cake Ridge Rd  
 Apple Valley, MN. 55124

### I WANT TO BE A WALK VOLUNTEER!

Volunteers are needed in all of the following areas. Please check those you would like to be involved with:

#### WALK DAY

- |  |  |
|--|--|
| <input type="checkbox"/> Walk Day Organizers | <input type="checkbox"/> Parking and Traffic |
| <input type="checkbox"/> Set-up Crew         | <input type="checkbox"/> Safety and Security |
| <input type="checkbox"/> Walker Registration | <input type="checkbox"/> Photographers       |
| <input type="checkbox"/> Refreshment Server  | <input type="checkbox"/> Clean-up Crews      |
| <input type="checkbox"/> Check-Point Workers | <input type="checkbox"/> Information         |

#### POST-WALK

- Bulk Mailings
- Clerical
- Processing Proceeds and Sponsor Sheets
- Organizing the "Family Sundae Social" celebration for Walkers and volunteers on June 2

#### ZOO WALK VOLUNTEER

PHONE - (612) 457-3640

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PHONE (HOME) \_\_\_\_\_ PHONE (WORK) \_\_\_\_\_

I will attend the training session on \_\_\_\_\_

Return this form to the Zoo Walk Office or Call Rita at (612) 457-3640. Please let us know you wish to volunteer, but, cannot attend one of these training sessions.

Your copy of "Walkie Talkie" is not readable, call (612) 457-3640, for another.

8

April 17th, 1979

Mr. Edward Kohn  
GENERAL DIRECTOR--MINNESOTA ZOOLOGICAL GARDEN  
12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124

Dear Mr. Kohn:

I wanted to take a few moments and say "THANKS" for your time and consideration for today's tour. I really enjoyed the experience and hope that this coverage helps ZOO WALK '79.

I just finished editing the program and it turned out very well. It should be on about 8:35 or 8:40 this Sunday the 22nd on KS-95 FM ( 94.5 on the FM dial! ).

THANKS again to you..Peg Wetzel..and Sandra Stokesbary.  
I hope you keep us informed on future activities at the ZOO!

Cordially



Brad Walton  
PUBLIC AFFAIRS AND COMMUNITY RELATIONS DIRECTOR  
FOR KS-95 FM ...!

**KS95-FM STEREO**



## ZOO WALK '79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

First Draft  
Final Zoo Walk  
Pre-Event Press  
4/10/79  
Luann Bruce  
Promotions Director  
Zoo Walk '79  
33 East Wentworth Avenue  
Suite 107  
West St. Paul, Minnesota 55118

Ten thousand Minnesotans are expected to take part in Zoo Walk '79 on Saturday, May 5, at the Minnesota Zoological Garden in Apple Valley.

Zoo Walk '79 is the third annual 20-kilometer walk-a-thon for the Minnesota Zoo. In 1977 and 1978, over 15,000 people of all ages raised \$425,000 pledge dollars for the Beluga whale and Minnesota Wildlife Exhibits. Funds from Zoo Walk '79 will be designated for future construction of the Northern Trek.

*Contribute to the improvement*

All Zoo Walk participants will receive a free pass to the Minnesota Zoo, a special Zoo Walk '79 button and a free light lunch on the day of the event.

Prior to the Walk, participants are asked to enlist the support of family, friends and neighborhood businesses to pledge at least 10 cents for each kilometer walked. Pledge forms are available at all Twin Cities Super America stores, Dairy Queen restaurants, Pako filmshops and First Bank System member banks.

On Walk Day, participants are encouraged to arrive at the Minnesota Zoo by 8:00 a.m. in order to register, turn in their sponsor sheets and pick up a check point card. Zoo Walk '79 will begin promptly at 9:15 a.m. and most participants will finish the well-marked course by 2:30 p.m.

Check-point stations providing water, first-aid and sanitary facilities will be conveniently located along the Zoo Walk '79 route. Walkers are strongly encouraged to wear comfortable shoes and clothing and bring a noon-time snack. If it rains on May 5th, Walkers will receive full credit for completing one-fifth of the course, or four kilometers.

On June 2, 1979, all Zoo Walk '79 participants are invited to the Dairy Queen Sundae Social sponsored by the Minnesota Zoological Society. Participants who have collected all of their pledges by June 2nd, are eligible for a drawing to win a free trip to the San Diego Zoo and Disneyland on Western Airlines and special achievement award patches.

Zoo Walk '79 is co-sponsored by the non-profit Minnesota Zoological Garden Foundation, and the Minnesota Zoological Society.

For more information, call the Zoo Walk Volunteer Office at (612) 457-3640.

# ZOO WALK 79

## UPDATE MEETING

FEB. 26 6:30-8:00

MZG THEATER

## PREVIEW

THE NORTHERN TREK - ZOO WALK 79

SLIDE SHOW

## REVIEW

ALL CAMPAIGN LITERATURE

## UPDATE TALKS

OVERVIEW

P.R. & PROMOTIONS

VOLUNTEER PROGRAM

D.Q. SUNDAY SOCIAL

ZOO STAFF INPUT  
INCLUDING ROUTE

PHIL SUTHERLAND

LOU ANN BRUCE

RITA ROCKFORD

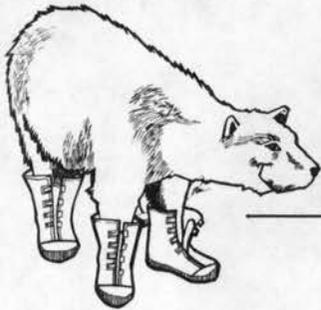
CHASE DAVIES

VICKI UCHIDA

QUESTIONS & ANSWERS

P.S. REFRESHMENTS WILL BE SERVED

RSVP  
to Vicki  
2/23/79  
2/24/79  
El



# ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

*Antel K*

February 26, 1979

Ms. Betsy Walsh  
International Dairy Queen  
5701 Green Valley Dr.  
Bloomington, MN. 55435

Dear Betsy,

The following is a summary of the promotional relationship we have developed since December, 1978 for ZooWalk 79 and the Dairy Queen Sundae Social. First let me review these events. ZooWalk 79 is scheduled for May 5, rain or shine at the Minnesota Zoological Garden in Apple Valley. It is the Third Annual walkathon for the MZG and it's goal is to raise \$250,000 for the Northern Trek - the large outdoor exhibit at the New Zoo. In 1977 and 1978, 15,000 walkers raised \$425,000 pledge dollars for the MZG. Please note that last years walkers were treated to lunch by Dairy Queen. The Dairy Queen Sundae Social will be held on June 2 at the Home Improvement Building on the Minnesota State Fair Grounds. Its dual purpose is to recognize outstanding volunteers and walkers and to retrieve pledge dollars at a low cost. Only Zoo walkers, volunteers and their parents may attend. The social is sponsored by the Minnesota Zoological Society in conjunction with KDWB.

This year thanks to Gary See, Mary Riebe, yourself, Chase Davis, Director of the MZS and Bill Hartman, Promotions Director for KDWB, our promotions have grown to exciting dimensions! For example:

- Distribution of pledge forms at participating metro Minnesota IDQ stores and resaurants from April - May 1.
- ZooWalk 79 Poster displays at participating Dairy Queen Stores.
- ZooWalk 79 Table Tents at participating Dairy Queen Stores.
- Development of Radio Advertisement Campaign for the Peanut Buster Parfait Sales Promotion and ZooWalk 79 for the months of April and May
- Proposed Donation of \$8000 - for the purchase of the Artic Family for the Northern Trek which includes the Arctic Fox, Bearded Seal, and Polar Bear.
- Donation of \$12,000 novelty items for the Dairy Queen Sundae Social.
- Donation of \$12,000 Walker Identification pieces for ZooWalk 79.

It is a real pleasure to work with a company that is so responsive to the needs of the community and so dedicated to the continued growth of the Minnesota Zoological Garden.

Thank you.

Respectfully,

Mr. Phil Sutherland  
Project Director

*Ed*  
*This is what*  
*IDQ is doing*  
*for the walk*

# Walkie Talkie



February 12, 1979

1:2

## '79 Walk Brings Polar Bear

What do Moose, Musk Ox, Bactrian Camels, Siberian Tigers and Mongolian Wild Horses have in common? They're all neighbors living on the Northern Trek at the Minnesota Zoological Garden.

This year, Walkers will help bring a Polar Bear to the Northern Trek. Polar Bears are found only in the Northern Hemisphere; along the Arctic Ocean. They grow to between 6 1/2 - 8 1/2 feet. Males weigh about 900 pounds, while females weigh approximately 670 pounds. A Polar Bear's coat is usually a creamy or white color throughout the year. They have long necks, small, flat heads, and the soles of their feet are very furry. Their ears are small and round. Great wanderers, polar bears swim with their head and shoulders above the water.

Pregnant females dig a den in the snow before the birth of their cubs. There, the mother will rest in a lethargic or quiet state. Normally, they don't

hibernate.

Polar Bears eat mainly seals and fish. They kill their prey by swiping them with their powerful paws. Berries and leaves are diet staples for the bear during the summer, although they also eat meat and fish.

In 1973 the killing of Polar Bears was prohibited internationally, except by local people such as Eskimos.

Unfortunately, the Polar Bear's survival is very threatened. This is one of the reasons why it's important to get the bears to the Zoo.

And future Walks can help bring other arctic creatures to Minnesota. Additional Northern Trek inhabitants will include seals, arctic foxes, caribou, wolves, snow leopards, grizzly bear, bighorn sheep and rocky mountain goats.

So the Northern Trek neighborhood will continue to grow with the help of Zoo Walk '79.

## Thanks!

Edward Kohn, the new director of the Minnesota Zoological Garden, stated in the February 4 Minneapolis Sunday Tribune, that the Minnesota Zoo Volunteer corps is "one of the greatest strengths of this zoo." The Zoo Walk organization, which has some Zoo site volunteers as members, shares this opinion in the importance of all its volunteers.

We would like to thank Joan Hasskamp, a University of Minnesota journalism student, for posting information at the school about the need for Zoo Walk volunteers.

Appreciation is also extended to Susan Magnuson, a Henry-Sibley High School student and Zoo Site Volunteer, for her assistance typing volunteers lists and address labels.

Also lending clerical assistance is Zoo Site Volunteer Linda Sackreiter, Donna Bense, and Lois Agrimson. Linda Nordstrom's assistance is also acknowledged in typing mailing labels. She found us via the St. Paul Sunday Pioneer Press "They Need You" volunteer column.

The January training session at the Zoo ran smoothly due in part to the assistance of Chris Kallas, and again, Linda and Donna.

We tip our hat to Lucy and her crew at the Nan McKay senior high rise for folding and labeling the January 22 issue of the Walkie Talkie.

6 dozen sweet rolls donated by Jerry's Foods on Robert Street in West St. Paul were enjoyed at the January training session.

We conclude these acknowledgements by thanking and welcoming all Zoo Walk '79 volunteers who challenged the snow to come to the January training session.

## Training is vital

Rita Rocheford, Director of Zoo Walk '79 Volunteers, said, "The volunteer training sessions are very important and have a two-fold purpose; one, to train Walk volunteers, and secondly, to give monthly updates of Walk information. This information can then be used to train other volunteers in the community or neighborhood. Therefore, new volunteers can be trained either by the District Director or at the training sessions."

The basis for the volunteer training sessions is the Walk Volunteer Training Manual and additions to it. For example, the 20% shared-proceeds contract is explained, and additions concerning such things as transportation, record keeping, and Walk progress evaluations are made.

Training sessions this month will be Tuesday, February 20, 6:30 to 8:00 p.m. in the Wentworth Office Conference Room, and on Saturday, February 24, 10:00 a.m. to noon at the Minnesota Zoological Garden Classroom. A training and up-date session for District Directors only will be held on Saturday, March 3, 10:00 a.m. to noon in the Wentworth Office Conference Room.

"The February training sessions will focus on the viewing Northern Trek - Zoo Walk '79 slide show and its presentation," Rocheford said. "Plus", she continued, "all Walk materials, such as posters, flyers, pledge sheets, 20% shared proceeds contracts, buttons, and the Northern Trek slide show will be available for pick up."

Over a hundred people attended the January volunteer training sessions. "The January sessions were very encouraging, and since February is the very crucial kick-off month for the Walk, I hope this month's sessions are even more successful", Rocheford said.

The Walkie Talkie will be published six times by the Zoo Walk Office, 33 E. Wentworth Ave., West St. Paul, MN 55118, phone 457-3640.

Phil Sutherland Director of Zoo Walk  
Rita Rocheford Director of Walk Volunteers  
Randi Kallas Editor  
Shelley Swanson Staff Writer  
Irwin Schreiner Staff Writer  
Linda Satter Staff Writer  
Chris Kallas Typist

We hope this copy of Walkie Talkie is readable. If not, contact the Zoo Walk Office and another will be mailed to you.

## Dates

February 15th All printed material available for pick up and distribution.  
February 16th 1,500 state school teachers receive information on Zoo Walk 79.  
February 19th Slide show available for district pick up at office by District Directors.  
February 27th All teachers who have attended the new Zoo with their class receive information on Zoo Walk 79.  
March 1st All '77-'78 previous Walkers receive newsletter in regard to Zoo Walk 79.

## Editor Notes

### ATTENTION: ZOO SITE VOLUNTEERS

Zoo Walk Volunteer hours will not count for your required 100 hours minimum. Walk Volunteer hours will be recognized. Please record your Walk Volunteer hours and report the total at the end of the month to Rita Rocheford at 457-3640.

Information for Zoo Walk volunteers will be available in four locations. Beginning March 1, Walkers can go to Pako Film Shops, Super America and First Banks if they need additional information. Dairy Queen will also carry information, but not until April 1. So if Walkers run out of literature, please encourage them to go to these distribution points.

ZOO WALK - 79  
33 E. Wentworth Ave.  
St. Paul, MN. 55118

Non-Profit Orig.  
U. S. POSTAGE  
**PAID**  
St. Paul, Minn.  
Permit No. 5460

Mr. Don Bridgewater  
Minn Zoological Garden  
12101 Johnny Cake Ridge Rd  
Apple Valley, MN. 55124

### I WANT TO BE A WALK VOLUNTEER!

Volunteers are needed in all of the following areas. Please check those you would like to be involved with:

#### PRE-WALK

District Directors  
 Transportation  
 Newsletter/P.R./Media  
 Volunteer Recruiters  
 Clerical Assistants  
 Neighborhood Volunteers

Tri-School Slide Show  
Presentors

#### WALK DAY

Walk Day Organizers  
 Set-up Crew  
 Walker Registration

Check Point Workers  
 Parking and Traffic  
Safety and Security  
 Photographers  
 Clean-up Crew  
 Information

Plan to attend a Volunteer Training Session to view the new 1979 slide show and receive detailed job descriptions and the volunteer manual. Sessions will be held Tuesday, Feb. 20, (6:30-8:00 p.m.), and Saturday, Feb. 24, (10:00-12:00 a.m.) in the conference room at the Walk Office, Suite 107, 33 East Wentworth Avenue, West St. Paul, MN 55118.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE (Home) \_\_\_\_\_ (Work) \_\_\_\_\_  
I will attend the training session on \_\_\_\_\_

Return this form to the Walk Office or call Rita at 457-3640. Please let us know if you wish to volunteer but cannot attend one of these training sessions.



February 14, 1979

12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124  
612/432-9000

The Minnesota Zoological Garden is pleased to announce the availability of the ten minute Northern Trek - Zoo Walk '79 Slide Show. Zoo Walk '79, the Third Annual Walk to raise funds for the new zoo, is scheduled for Saturday, May 5th!

We would like to make a Northern Trek - Zoo Walk Slide Show presentation at your schools between March 1st and May 1st. The slide show is the first educational visual aide on the Northern Trek available to the schools for auditorium and classroom use. A trained Zoo Walk Volunteer will be contacting you in the near future in regard to scheduling the slide show in your school.

Zoo Walk '79 project proceeds will assist in the completion of the Northern Trek. Again this year, the 20% Shared Proceeds Contract provides an opportunity for Walkers from non-profit groups, schools, churches and community organizations to receive 20 cents back on every \$1 collected. Last year, 175 non-profit groups participated in this project to raise money not only for the zoo, but their group needs too.

If you have questions or suggestions, please call the Zoo Walk Office at 457-3640. We look forward to Zoo Walk '79 and to your school's support of the Minnesota Zoological Garden.

Sincerely,

Edward Kohn  
General Director

EK:pb

February 19, 1979

Dear Environmental Education Educator:

It is with great pleasure that we join in offering you and your school a most unique educational opportunity. This program is twofold: first, if you have not yet visited the Minnesota Zoological Garden, please call Pam Borden at 432-9010 to arrange your group's visit; second, if you would like to raise additional environmental education dollars for your school, we invite you to become involved with the 20% shared proceeds program of "Zoo Walk '79".

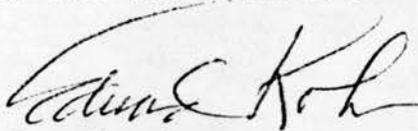
"Zoo Walk '79" is the third annual walkathon project for the benefit of the Minnesota Zoological Garden. This year's goal is \$250,000 to be committed to the Northern Trek. In 1977 and 1978, more than 15,000 walkers raised \$425,000 in pledges for the Beluga whale and Minnesota Wildlife Exhibits.

More than 175 groups received checks for their efforts last year. By walking or working on Walk Day, your group can retain 20% of their collected pledges for your own program needs. Last year's leader was the Camp Fire Council of Minneapolis whose share was more than \$1,400.

If you are interested in this 20% shared proceeds program, please call 457-3640 or write Zoo Walk 79, 33 East Wentworth Avenue, West St. Paul, Minnesota 55118.

Thank you for your continued interest in the environmental education of our students.

John Miller  
Environmental Science Specialist  
State of Minnesota

  
Edward Kohn  
General Director  
Minnesota Zoological Garden

EK:pn

Enclosure

February 19, 1979

Dear Zoo Visitor:

We hope that you and your class enjoyed your visit to the Minnesota Zoological Garden. The education of the general public, particularly school-age groups, was one of the major goals in establishing the Minnesota Zoological Garden. To date, more than 950,000 visitors have been to the Minnesota Zoo since opening in May 1978.

A related project in our State is the annual spring walkathon. This year, "Zoo Walk 79" will be held rain or shine on May 5 at the Zoo in Apple Valley. The goal is \$250,000 to be committed to the Northern Trek. The past two Zoo Walks, for the Beluga whale and Minnesota Wildlife Exhibits, raised \$425,000 in pledges through the efforts of 15,000 Zoo Walkers.

Your group is invited to become involved in "Zoo Walk 79" and retain 20% of its collected pledges for your educational needs. Last year's leader was the Camp Fire Council of Minneapolis whose share totaled more than \$1,400. Walking or working on Walk Day is fun and can earn education dollars as well. Last year, more than 175 school groups participated. Bus transportation can be arranged for your group.

Group Proceeds Leaders meetings will be held at the Minnesota Zoo on Saturday, March 3, 1979, and Saturday, March 10, 1979, from 10:00 a.m. to 12:00 noon.

For more information, please call the Zoo Walk Volunteer Office at 612-457-3640 or write to Suite 107, 33 East Wentworth Avenue, West St. Paul, Minnesota 55118.

Thank you for joining the Family.



Edward Kohn  
General Director

EK:pn

P.S. The Zoo Walk Volunteer Committee now has job descriptions available for pre-event and Walk Day volunteers. Call Rita Rocheford at 457-3640 for more information.

February 19, 1979

Dear Zoo Visitor:

We hope that you and your class will enjoy your upcoming visit to the Minnesota Zoological Garden. The education of the general public, particularly school-age groups, was one of the major goals in establishing the Minnesota Zoological Garden. To date, more than 950,000 visitors have been to the Minnesota Zoo since opening in May 1978.

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Thank you for joining the Family.



Edward Kohn  
General Director

EK:pn

P.S. The Zoo Walk Volunteer Committee now has job descriptions available for pre-event and Walk Day volunteers. Call Rita Rocheford at 457-3640 for more information.

February 23, 1979

Dear Zoo Walk Supporter:

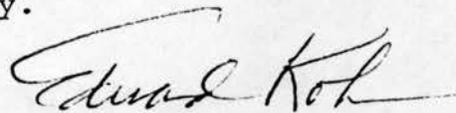
Thank you for your efforts with the 1977 "Whale of a Walk" and the 1978 "Walk with the Animals" for the benefit of the Minnesota Zoological Garden.

Last year, more than 175 groups participated in the 20% Shared Proceeds Program. The leader in this program was the Camp Fire Council of Minneapolis whose share totaled \$1,400.

This year, Shared Proceeds Leaders Training Workshops will be held on two consecutive Saturday mornings, March 3 and March 10, from 10:00 a.m. to 12:00 noon. All campaign literature, as well as buttons, posters, and pledge forms, will be available at this time. This year, transportation will be provided for groups guaranteeing 80% capacity.

For more information, please call 457-3640 or write to Zoo Walk 79, Suite 107, 33 East Wentworth Avenue, West St. Paul, Minnesota 55118.

Thank you for joining the Family.



Edward Kohn  
General Director  
Minnesota Zoological Garden

Phil Sutherland  
Director, Zoo Walk 79

pn

Enclosure

P.S. The Zoo Walk Volunteer Committee now has job descriptions available for pre-event and Walk Day volunteers. Please call Rita Rocheford at 457-3640 for more information.

February 23, 1979

Dear Friend:

"Zoo Walk '79", scheduled rain or shine for May 5 at the Minnesota Zoological Garden in Apple Valley, has something special to offer to your group.

Last year, more than 175 non-profit groups registered with the Walk Volunteer Office and joined the "Walk with the Animals", which raised \$223,000 in pledges for the Minnesota Wildlife Exhibit. By participating, your group would be eligible to retain 20% of their collected pledges. The Campfire Council of Minneapolis recently received a check for more than \$1,400 as their share.

To be eligible for this program, your group must be a non-profit organization. To register as a group, contact the Walk Office at 457-3640 or write to 33 East Wentworth Avenue, West St. Paul, Minnesota 55118. You will receive a contract and your group number for pledge-related purposes. Your share, 20% of your collected pledges, will be mailed to your office. The mailing, phoning, and door-to-door collection efforts are completed by September 30, 1979.

Group Leader Training Workshops will be held at the Minnesota Zoological Garden in Apple Valley on Saturday, March 3 and Saturday, March 10 from 10:00 A.M. to 12:00 noon. Any materials necessary for the Zoo Walk will be available then.

Thank you for joining the Family.



Edward Kohn  
General Director  
Minnesota Zoological Garden

Phil Sutherland  
Director, Zoo Walk 79

Enclosure

pn

P.S. The Zoo Walk Volunteer Committee now has job descriptions available for pre-event and Walk Day Volunteers. Call Rita Rocheford at 457-3640 for more information.



# ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

February 5, 1979

Mr. Marlin Perkins  
52 Aberdeen Place  
Clayton, Missouri 63105

Dear Mr. Perkins:

Enclosed please find copy for a 10 second and 30 second public service announcement for the promotion of Zoo Walk 79.

Please call Craig McGee, General Manager of KWK on 2360 Hampton Avenue in St. Louis at 316-644-1380. He will direct Carey Tall, Public Service Director to assist you at your leisure. As we discussed, please take the liberty to modify the copy, and please advise me of such changes. Please note that KWK is donating their time to the project as arranged by Bill Hartman of KDWB in Minneapolis.

Hopes run high here that you will be able to join us on May 5. We would be able to meet your travel expenses.

Thank you for your endorsement of our project.

Respectfully,

Phil Sutherland  
Project Director

PS:tis

Enclosure

cc: Ed Kohn, Minnesota Zoological Garden Director  
Bob Voigt, Minnesota Zoological Garden Foundation  
Director



Thank You

Dear Ed,

Thank you for your  
expeditious assistance with  
the Zoo walk 79 route problem.  
You're great. *Phil Sed*

PROPOSED USE OF THE SITE FOR WALK '79

Walk  
716

I. Walk Route

95% of the Proposed Route will be off roads on the Dakota County Trails.

A. Chuck Lowery and Phil Sutherland have met and discussed the route. C. Lowery is very enthused and will cooperate fully with the needs of the project.

B. Reason Site should be used:

1. The proximity of the event to the Zoo site is directly proportional to the promotional success.
2. Precedent has been established
3. The Identification Factor
4. Good Working Relationship with Apple Valley and Dakota County Public Safety.

C. Preliminary Considerations to Route

1. Chuck Doyle is being contacted for car parking on his land and use of helicopter to maintain overhead progress of walk.
2. Chuck Lowery will have the entire walk area aerial photographed in 1:200' detail so route can be carefully laid out and monitored.
3. The park trails are all accessible by 4-wheel drive vehicles, and emergency vehicles - per Chuck Lowery.
4. Route is safer than the roads used the last two years and is preferred by Dakota County.
5. A Survival Kit for kids is being planned -- a list of what to do when.

VU/pc  
12-11-78

DEPARTMENT MZG*Office Memorandum*

TO : Vicki Uchida

DATE: November 20, 1978

FROM : Gerard D. Hegstrom  
General DirectorPHONE: 299SUBJECT: WALK COMMITTEE

Attached are the minutes from the "Brainstorming Session" of the Walk Committee on October 30, 1978. These should be placed in your file as the continuing liaison with the Committee.

Because of some of the questions raised about staff relationships to the Committee, I would like to try to clarify my approach to the relationships.

First, the Walk Committee should feel free to request advice, background information, and data from the Zoo staff to assist them in their deliberations. This means that if there are questions about animal relationships or the ability to focus the Walk on a given animal, we would provide information as necessary.

Second, the Walk Committee should develop the major theme subject to staff review, and if in the opinion of the staff there is a major policy issue, it will be subject to Board review as well. In order to focus responsibility on the Walk Committee, staff role in theme selection should be advisory only.

Third, the actual planning for the Walk sites, routes, and staffing should be the responsibility of the Committee with review and approval by the staff in those instances where Zoo site, Zoo animals, or Zoo staff time are going to be requested. In the event there is a conflict between the recommendation of the Walk Committee and the judgement of the staff, the issue should be submitted to the Zoological Board for review and action.

Based upon those criteria, the choice of a theme involving the Northern Trek and particularly the polar bear as part of the Mid-Trek Stop Arctic Exhibit is appropriate. It is in accord with capital improvement planning by the Minnesota Zoological Garden.

The only other significant development reviewed and given preliminary authorization by the Board is the Zoo Study Center.

It is my judgement that the use of the Zoo site for any portion of the Walk will require closing all or some portion of the Zoological Garden. Accordingly, a clear policy issue on the operating status of the Zoological Garden, the use of the facilities, and accommodation of potential visitors not intending to join the Walk are real issues.

To: Vicki Uchida  
November 20, 1978  
Page 2

Since these latter issues affect directly the use of staff and facilities, I would ask that any proposal to use the site be prepared in a preliminary fashion with enough detail for staff evaluation.

If there are any questions, please contact me.

GDH:pn

cc: Sandra Stokesbary

Attachment

*Servey - need response from Zoo staff*  
ZOO WALK 1979 BRAINSTORMING SESSION

Monday, October 30, 1978 7:30-10:00PM

*@ Nov 15 Mtg - also, please*  
*Keep Confidential - Sandy S*  
Committee Members Present: *Vice Chair* Lloyd Brandt, Sandy Stokes *Chair*  
Others Present: Jean Garberg *(Volunteer)*, Kathryn Rosebear, Phil Sutherland, Bob Voigt *79' Walk director*

NOTE: Next Walk Operating Committee Meeting is WEDNESDAY, NOVEMBER 15, 1978 4:00PM  
at 1140 Soo Line Bldg., 5th & Marquette, Minneapolis.

At the October 25, 1978 meeting of the Zoo Walk Operating Committee, it was suggested that a brainstorming session be held. The following is a summary. The group present came up with three ideas for a 79' Walk Theme:

1.) Development of the Northern Trek

Adopt a species to symbolize the growth of the Northern Trek. (The polar bear was most popular.) The proceeds from the 1979 Walk would be used to procure a juvenile animal of the chosen species. This individual would be placed on exhibit at the Zoo.

This "baby" would be the walk's poster critter this year; and after the walk, progress reports on it's growth and on the Mid-Trek Stop could be given.

The polar bear, arctic fox, bearded seal are to be featured in the Mid-Trek Stop area--any of these species could be chosen or one of the species planned for other parts of the Northern Trek.

2.) A "Cat Walk"

1979 Walk proceeds could be used to purchase another cat for exhibit at the zoo--leopard, tiger, puma, etc.

3.) Walk with the Animals

Domestic animals could start the walk with walkers; animals used in Children's Zoo programs could be at check points.

The Development of the Northern Trek was the first choice of the group because  
--the Northern Trek area seems to be of greatest need to the development of the Zoo  
--the theme could be used for 2 or 3 years as the Mid-Trek Stop was being developed  
--it coordinates with commitments to the Foundation  
--the walk needs a cute, cuddly animal to feature in it's publicity.

Those present thought the walk needs a clear and easily identifiable name. Since the walk has had two different names now, it is confusing. The group suggests using the name "Zoo Walk-79" for this year's walk and "Zoo Walk-(year)" for future walks.

A goal was discussed. \$250,000 gross was suggested.

Saturday, May 5, 1979 was thought to be a good date since the weather may be warmer. This date would not interfere with fishing season or the end of the school year.

There was strong feeling that the walkers should be able to see some zoo animals. The suggestion was made that a free zoo pass be made a part of each walker's registration/check point card. This pass would be valid for walk day and perhaps for a limited time (7-10 days) after the walk.

It was felt that some part of the walk route should be on Zoo grounds. The preference of the group is that the walk begin and end at the zoo.

It was suggested that perhaps three pilot walks could be undertaken in areas of some distance from the Twin Cities. Suggested areas were Owatonna, Faribault, Rochester, and St. Cloud. These walks might be workable if groups such as 4 H or Junior Achievement would volunteer to sponsor them under the walk's direction.

Other suggestions and concerns expressed:

- that check points be closer together toward the end of the walk route
- that there be developed a plaque listing names of children who raised \$100 or more for the Northern Trek
- a concern about children unable to find their buses
- what resources are available from the zoo staff? Such as help in producing slide shows, graphics, commercials.

scs/scs

**Office Memorandum**

DEPARTMENT \_\_\_\_\_

TO : All MZG Employees

DATE: February 3, 1977

FROM : Don Bridgwater

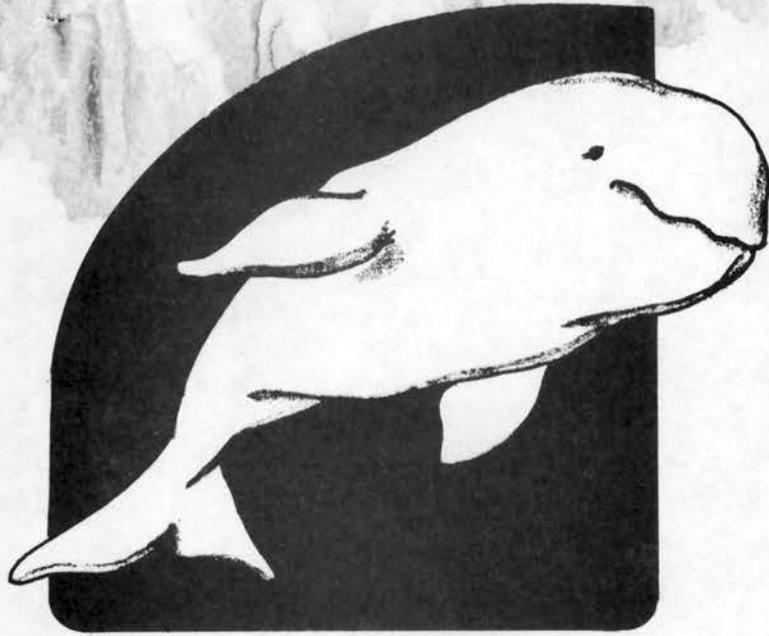
SUBJECT: Whale Walk '77

The attached information relates to a fund-raising event that will be held here at the zoo on Saturday, April 30, 1977.

Large numbers of walkers are expected that day, and we do need volunteers (staff and families) to be on hand at checkpoints along the way, also to round-up stray children as necessary, and help in the parking lots, etc. Additional walkers from staff and their families would be welcomed as well.

For additional information, or to volunteer your services, phone Bev Rongren, ext. 39.

## A WHALE OF A WALK '77



### GENERAL INFORMATION

Walk '77 is a statewide fund-raising project through which the elementary school children of Minnesota can help raise financial support for (1) the new Minnesota Zoological Garden's Beluga whale exhibit, and (2) wildlife programs in the state of Minnesota. Participating groups may also opt to direct a portion of the funds raised by their participants to their own environmental, conservation, or zoological projects.

Participating children will solicit monetary pledges from people and businesses in their own community prior to the walk date. On April 30, 1977, participants will walk the 20-kilometer route. Following the walk, participants will collect pledges from their sponsors for each kilometer walked.

### WALK INFORMATION

The April 30th walk route begins in the parking areas of the Minnesota Zoological Garden, located on Johnny Cake Ridge Road in Apple Valley. Walkers will follow the planned route from the zoo site into the surrounding neighborhoods and back through the site into the parking lot area. Assembly for all walkers will be at 8:45 a.m. and the walk will begin by 9:00 a.m. Walkers are encouraged to arrive early.

Checkpoint stations, sanitary facilities, first aid and water will be located along the walk route. A free lunch will be offered to all walkers. Parking space for buses or cars is available at the assembly point.

Walk '77 is jointly sponsored by the Minnesota Zoological Garden, the Minnesota Zoological Garden Foundation, the Minnesota Zoological Society, and endorsed by the Minnesota Elementary School Principals' Association.

### ZOO PROGRAMS FOR SCHOOLS

Admission to the Minnesota Zoo will be free to all organized school groups. Teachers may use the zoo as a living classroom with the self-guided tour program, or informed guides will take classes on learning excursions. The Children's Zoo offers students close contact and interaction with familiar animals. Educational programs include classroom and laboratory activities, teacher orientation, lectures and films, demonstrations, and a zoomobile.

### TO REGISTER YOUR SCHOOL

Walk '77 registration materials will be available at the statewide meeting of the Minnesota Elementary School Principals' Association to be held at the Radisson Hotel in St. Paul on February 3rd and 4th. If you do not register at that time, materials will be forwarded to you.

To register your school, simply return the Walk '77 Registration Card or call the Walk '77 office -- 457-2579. A volunteer from the Minnesota Zoological Society will contact you to coordinate your school's walk effort.

### FOR FURTHER INFORMATION, CONTACT:

Minnesota Zoological Garden Foundation  
33 East Wentworth Avenue, Suite 218  
West St. Paul, Minnesota 55118  
Phone: (612) 457-2579



WHALE WALK

MINNESOTA ZOOLOGICAL GARDEN FOUNDATION

33 Wentworth Avenue East, Suite 218

West Saint Paul, Minnesota 55118 Phone (612) 457-2579

March 23, 1977

*File*

Donald Bridgwater  
General Director  
Minnesota Zoological Garden  
12101 Johnny Cake Ridge Road  
Apple Valley, Minnesota 55124

Dear Mr. Bridgwater:

On behalf of the Minnesota Zoological Society and the Minnesota Zoological Garden Foundation, we wish to thank the staff of the Minnesota Zoological Garden for their participation in the Open House on Saturday, March 19, 1977. The instructional tours and stimulating slide presentation made the morning a very exciting and intriguing experience for all of our Whale Walk '77 volunteers.

Thank you.

Sincerely,

Charles Anderson  
Project Director  
Whale of a Walk '77

Terry Nelson  
Co-Chairperson  
Whale of a Walk

Shirley Isaacs  
Co-Chairperson  
Whale of a Walk

CA:kr

MINNESOTA ZOOLOGICAL GARDEN FOUNDATION

MINUTES OF  
STEERING COMMITTEE  
A WHALE OF A WALK

March 10, 1977  
3:30 p.m.

A meeting of the Steering Committee for A Whale of a Walk was held on Thursday, March 10, 1977, at 3:30 p.m. in Suite 104 of the Wentworth Office Center, 33 East Wentworth Avenue, West St. Paul.

Members Present: David W. Onan, II, Chairperson; Robert Ferguson, Terry Nelson, Jerry Wagner.

Others Present: Robert Voigt, Executive Director, Kathryn Rosebear, Administrative Assistant, and Charles Anderson, Project Director, Minnesota Zoological Garden Foundation; Robert Bonawitz, Associate Director, Minnesota Zoological Garden.

The meeting was called to order by 3:50 p.m. by Dave Onan, Chairperson.

I. Minutes of Steering Committee Meeting - February 22, 1977

The minutes of the last meeting, held February 22, 1977, were approved by the consensus of Steering Committee members.

II. Status Report: Charles Anderson

Mr. Anderson reported on the growth of a Whale of a Walk, stating that between 150 and 200 volunteers were now working on the project. Each day, the number of volunteers working on the walk continues to grow.

Mr. Anderson discussed several of the school districts, including Burnsville, and South St. Paul, which had fully endorsed the project. Presentations will be made shortly to the Roseville and Wayzata School Districts for their endorsements.

Mr. Anderson reported that International Dairy Queen's Board of Directors confirmed Glenn Mueffelmann's (Executive Vice President) commitment to provide a light lunch to all walkers. Dairy Queen is also considering handing out sponsor sheets at all restaurant locations except in Minneapolis, where they are assisting the Muscular Dystrophy Bike-A-Thon.

Mr. Anderson mentioned that Northwest Printcrafters, has donated typesetting for brochures and posters. Artwork for promotional materials is being donated by Adele Smith and other artists from the Minnesota Zoological Garden.

An additional 10,000 Whale Walk buttons have been ordered at a low price; Mr. Anderson is considering selling these or asking groups to sell them or seek donations to raise transportation monies. The sale of these buttons would help to offset the cost of this promotion button and the

award button given at the end of the Walk.

Robert Voigt continued with the Status report, stating that Foundation staff are currently working with the Police Departments on walk details. A route has been approved by the Apple Valley and Eagan Police Departments, who are also providing assistance on Walk Day. Dakota County Mounted Patrol has also volunteered 20 mounted patrol to assist along the walk route.

Medical assistance will be provided by the 5501st Hospital Corps of the U.S. Army. The Minnesota National Guard will provide water wagons along the walk route. Pako Photo is distributing a stuffer in their processed film envelopes during the month of April. On April 15th, Whale Walk representatives will be interviewed on WCCO's Boone and Erickson Radio Show. A number of groups have indicated that they intend to participate; these include the Boy Scouts, 4-H Clubs, Minnesota hiking groups, and Campfire organizations.

Press releases and articles on the Whale Walk will be published in the Minneapolis Star and Tribune and the Tribune's School Weekly Update (the monthly newsletter from the Minnesota Department of Education), and suburban newspapers. Booths will be set up and staffed in the Southdale Court from March 14 to 18th, at St. Paul's Daytons on March 26th, and during the Minneapolis Dayton's Flower Shower on April 2nd and April 9th.

Charles Anderson mentioned that other groups volunteering on April 30th include a CB Radio Club, the Aqua Jesters, and the Osman Shrine Clown Club. A Hot-air balloonist will fly over the zoo site on that day, and WAYL will send their 30-foot fiberglass whale to lead the walk.

Bob Ferguson mentioned that the Osman Shrine would need a letter requesting assistance by next week in order to commit their Clown Club to participating.

Mr. Anderson then displayed a map of the Walk route. Walkers will start in the zoo site by the parking lots, walk through internal roads to the Internal Buildings area, and out Gate #2. The walk route progresses north on Johnny Cake Ridge Road, west on Cliff Road, south on Galaxie, and east on 140th Street. This route will take walkers back to Gate #2 through the zoo site to the parking lots to finish the walk.

### III. New Business

#### a. Honorary Co-Chairpeople

Robert Voigt stated that the Steering Committee needed to develop a policy on honorary co-chairpeople for the walk, determining who should be a Honorary Co-Chairperson and setting limits on their numbers. Stu Voigt has already been designated an Honorary Co-Chairperson. Other suggested people have included Rudy Perpich, Cindy Nelson, and Dr. Warner Tismer. Charles Anderson mentioned that political figures might not be appropriate as co-chairpeople, but could be included at a district level. He recommended including Stu Voigt, Rudy Perpich, and four

student walk chairpeople.

Bob Ferguson stated that he had talked to Rudy Perpich, who had offered to serve as an honorary co-chairperson. Governor Perpich has offered to proclaim April 30th "A Whale of a Walk" and will attend the event in whatever capacity he is needed. It was suggested by Charles Anderson that Governor Perpich could be present during the pre-walk assembly.

Dave Onan mentioned that Cindy Nelson was currently skiing in Sun Valley, but that, after the World Cup ends in April, she wouldn't be skiing actively.

It was the consensus of the Steering Committee that Cindy Nelson, Mary Anderson, and Dr. Tismer would be asked to join Stu Voigt and Rudy Perpich as honorary co-chairpeople.

b. Corporate Endorsements

Charles Anderson stated that several corporations had endorsed the project and would be assisting in its promotion. The name of these companies will not appear on Whale Walk literature; Mr. Anderson requested that a small logo be included on sponsor sheets so that participants would understand that materials and information were available in those businesses. Steering Committee members agreed that the logo should be included on the sponsor sheets.

c. Contributions of Services, Printing, Buses

Robert Voigt noted that businesses contributing funds, services, or items should be supplied with a letter stating that their contribution to the MZGF is a tax-deductible item.

Charles Anderson explained that, when items or services are donated, the organization or business contributing to the project may assign their own values to the contribution for tax purposes.

d. Other Participants

Dave Onan questioned whether the project needed to acquire waivers from participants for obligations against damage. Charles Anderson stated that these sorts of questions would be covered during the Steering Committee discussion of insurance.

In addition, it was mentioned that security would be coordinated by Sid Langham, Security Director of the Minnesota Zoological Garden, and the Apple Valley, and Eagan Police Departments.

Dave Onan then asked who would act as Grand Marshall to lead the participants along the walk route. Charles Anderson suggested that the WAYL whale could be used to lead off the walk, and that additional walk coordination would be provided by many volunteer security personnel.

Bob Ferguson recommended contacting the Shriners, whose uniformed Provosts might serve as additional security.

e. Collection Policy

Charles Anderson proposed a collection procedure for use in collecting pledges from sponsors. He first stated that mailing bills was a problem, as these had to be mailed first class; also, a month's delay often followed the walk as the sponsors' names had to be computerized prior to the billing.

Mr. Anderson suggested that when the walker registers, the number of people sponsoring him should be noted on his checkpoint card. After the walker completes the walk and receives his award, he also receives a "Walker Bag". Included in the bag will be instructions for collecting pledges, and enough return envelopes so that the walker can leave one with each sponsor.

When the walker returns home, he or she should write the name of the sponsor and the amount pledged per kilometer, and the amount to be collected on the back flap of the envelope. He then leaves these envelopes with his sponsors, who mail the contribution directly to The First National Bank of St. Paul.

Sponsors will receive directions to tear off the back flap of additional envelopes and include them in only one envelope to be mailed if they have sponsored more than one walker.

Through this process, the sponsor sheets turned in the day of the walk could be tabulated to reach a good estimate of the total project revenues.

Also, names of all walkers could be computerized so that a letter could be sent to all walkers reminding them to submit their requests for pledges to their sponsors.

All mailings could be sent bulk rates through this system, so that each piece would only cost 2¢, rather than the 13¢ rate for first class.

Dave Onan asked for an estimate of the numbers of sponsors. Charles Anderson estimated that 80,000 to 100,000 people would pledge monies to walkers. He also stated that, with the suggested collections system, pledge requests could be delivered in the afternoon of April 30th, and monies would begin arriving at the First National Bank of St. Paul by Monday, May 2nd.

f. First National Bank of St. Paul

Robert Voigt stated that the First National Bank of St. Paul has been designated official depository for funds received through "Whale of a Walk". Bank personnel include Society volunteers working on the walk project.

g. Awards

Charles Anderson presented several ideas for awards to be given to walkers. It was suggested that any child under the age of 6 receive a "Kid Certificate", with a picture of a young goat, for participating in the walk. Walkers finishing the walk would receive the following awards:

Walkers raising \$50 - 99.99	"Python Certificate"
Walkers raising \$100 - 499.99	"Timberwolf Certificate"
Walkers raising \$500 - 999.99	"Wolverine Certificate"
Walkers raising \$1,000 - 1,999.99	"Tiger Certificate"
Walkers raising more than \$2,000	"Beluga whale Certificate"

It was also suggested that all walkers over the age of 60 receive an Eagle Certificate award.

Charles Anderson also suggested that the major awards be presented at an annual meeting of the Society of the Foundation in the fall of the year, or that a special meeting for the presentation of the awards be designated.

Charles Anderson also displayed several certificates that could be given to individuals or used as service awards for companies contributing to the project. He suggested laminating the awards for contributions over \$100, and offering a plaque to major contributors.

Bob Bonawitz offered to check with zoo staff about the proposed certificates to get their input and advice on the animals portrayed.

IV. Other Considerations

a. Insurance

Dave Onan discussed the need for insurance for the project. It was mentioned that an insurance rider had been attached to the Society's policy to cover the Horse Show. Dave Onan suggested that insurance include liability onsite for Whale Walk workers, all staff involved, and participants.

Bob Bonawitz stated that the Minnesota Zoological Garden has insurance which covers zoo staff off the site.

Dave Onan suggested that the committee decide what sorts of insurance are needed, and that any insurance be as all-inclusive as possible.

Bob Bonawitz offered to check with Vern Plucker to determine the sorts of insurance carried by the Minnesota Zoo. He suggested that any coverage take into account the joint sponsorship of the project so that all people are covered.

Charles Anderson suggested self-insuring small claims, and buying insurance to cover liability.

Bob Bonawitz stated that any insurance company would need to know approximate numbers of participants and safety and police precautions provided.

c. Sale of Buttons

Robert Voigt stated that Foundation staff had considered selling Whale Walk buttons to schools or groups to provide some return on the monies spent on this sort of promotion. He noted, however, that the sale of these buttons might involve sales tax. To avoid paying sales tax, Mr. Voigt suggested that a donation be requested for the buttons.

d. Exhibits

Bob Voigt stated that Whale Walk volunteers and staff would be involved in promoting the walk at several community displays. These will include booths at Southdale March 14-18th, at St. Paul Dayton's on March 26th, and in Minneapolis' Dayton's on April 2nd and 9th.

e. Publications

Mr. Voigt mentioned all publications promoting the Whale Walk during the status report given by Mr. Anderson.

f. Public Relations

Bob Bonawitz stated that WCCO-TV had contacted the zoo to inquire whether some graphic representation of the Walk would be located on the site during Walk day.

Charles Anderson described some of the graphics being developed for the walk. These included route signs and an "end of the walk route" banner. Andersen Signs Co. will loan the project their standards to hold the large banner.

Bob Ferguson inquired whether any national television coverage of the project had been planned. He suggested contacting Channel 4, which runs programs that include regional news between 6 and 7 a.m. daily. He also suggested contacting Paul Harvey, and mentioned that Steve Schuster, Marketing Director at the Minnesota Zoo, would know how to make these contacts.

g. Watt-Peterson Promotion

Kathryn Rosebear stated that Gary DeMott, a representative of the Mott-Peterson Advertising Agency, had contacted her to ask whether Oak Grove Dairy might use the whale as a part of their promotion of refillable milk containers. The concept presented by the agency is to ask consumers to return bottle caps for a penny each; these funds would be contributed

to the Whale Exhibit. The Steering Committee agreed that this promotion would not conflict with the project, and could be approved.

h. Other

Bob Ferguson suggested writing a Whale Walk announcement to be read at the Shrine Circus.

Bob Bonawitz asked who was coordinating the tour of the zoo for Whale Walk volunteers on March 19th. He requested the names of volunteers attending the tour, and suggested that they be notified of the mud at the zoo site so that they could dress appropriately.

The schedule for the tour was presented by Bob Bonawitz. Volunteers are asked to arrive between 9:30 a.m. and 10:00 a.m. Coffee will be available in Building B. All volunteers will tour Internal Services; at 10:45 they will move to the Main Building, where they will attend an orientation in the theater. This will be followed by a tour of the building, which should end by 12:00 or 12:30.

Bob Ferguson suggested that the coffee for the volunteer tour be donated. He suggested contacting Super Valu or Nash's to ask for this donation.

The meeting was adjourned at 5:35 p.m.