



# Zoologic

*Zoological Society of San Luis Obispo County  
Membership Newsletter  
February 2008*

The Charles Paddock Zoo is one of only 214 zoos/aquariums accredited by the Association of Zoos and Aquariums (AZA). Fewer than 10 percent of wildlife exhibitors in the United States have earned AZA accreditation, which indicates that an institution meets exceptional standards in animal care, wildlife conservation and public education. Look for the AZA logo whenever you visit a zoo or aquarium as your assurance that you are supporting a facility dedicated to providing excellent care for animals, a great experience for you, and a better future for all living things.

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## My View from the Window

This year will be an important one for some of the most endangered animals on our planet. Frogs and other amphibians are under extreme pressure almost everywhere they occur. Amphibian populations are being adversely affected by a number of factors, including climate change, Chitrid fungus infections, increased ultraviolet radiation, and chemical contamination. Scientists believe that over the next years up to 200 species of amphibians may go extinct.

Because of these concerns many international organizations have joined together to make 2008 the “Year of the Frog”. Over the next year, most Association of Zoos and Aquariums (AZA) institutions will be working to raise public awareness of the plight of these amazing creatures. Here at Charles Paddock we will be highlighting the amphibians in our collection as well as creating an amphibian information area at the zoo. Why are amphibians important? They help control insects. It is estimated that a group of 1000 cricket frogs consumes over 5 million insects and invertebrates in just a year! In areas of the world where amphibian populations have declined there has been an increase in invertebrate pests that damage crops and carry human diseases.

Amphibian’s skin helps them drink and breathe but this also makes them very susceptible to environmental contaminants. Like the canaries that coal miners used to tell if the air was bad in mines, amphibians are helping scientists with warnings of environmental pollutants that may also affect humans.

Please join the zoo in educating yourself and family about amphibians and what you can do to help save them in this “Year of the Frog”.

Alan Baker, Zoo Director

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Visit our new website at  
[www.charlespaddockzoo.org](http://www.charlespaddockzoo.org)

Regarding information for Events, Childrens Programs, News at the Zoo, Memberships, Animal Sponsorships, Gala Event, and much more...

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It's Here!!

Announcing...

[www.charlespaddockzoo.org](http://www.charlespaddockzoo.org)

- Visit the New Website
- Tell a Friend
- See the Latest News from the Zoo
- Renew Your Membership Online
- Sponsor an Animal Online
- Learn about the "NEW ZOO"

For more information call the Zoo Society  
Office at 805-470-3182, or visit our website  
[www.charlespaddockzoo.org](http://www.charlespaddockzoo.org)

(Site donated by Clever Concepts, Inc. [www.cleverconcepts.net](http://www.cleverconcepts.net))

# Thank you to the following New and Renewal Memberships and Animal Sponsorships! November 2007 to January 2008

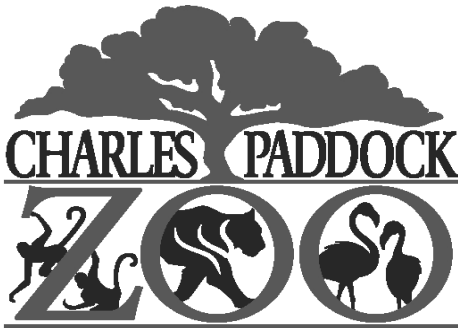
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**Zoological Society Staff:**

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Kirby Price, Gift Shop Manager

**Zoo Management Staff:**

Alan Baker, Director  
Keith Gilchrist, Zoo Collections Manager  
JC Ward, Education Curator

**Jon Jaeger, Chairman of the Board**

## From the Desk of the Society

This brief newsletter is dedicated to the announcement of the new zoo website. Please visit the website and let us know what you think. Because of the manner in which Dennis Clevenger and his team from Clever Concepts, Inc. developed the website, we, at the Society office, are able to adapt and change information daily. So have fun looking through the website and send us your comments.

Thank you for your support.

Ken Brokamp, CEO

## Check Out the New Website

***[www.charlespaddockzoo.org](http://www.charlespaddockzoo.org)***

Donated by Clever Concepts, Inc. [www.cleverconcepts.net](http://www.cleverconcepts.net)

