

Primates Incorporated
Meeting Summary
10/17/06

Summary compiled by Amy Kerwin.

Topics Covered

- Fundraising Update
- Canada Presentation
- TV Appearance
- Sanctuary Networking
- Call for Sanctuary Help
- Searching for Land
- Engaging People from My Space
- Article Summaries

Fundraising Update

-Donations for December 17th fundraiser – Thank You!
Charles Talbert - \$48.50 (donated \$50 online, \$1.50 went to justgive.org)

-Call for Donations to Sponsor the Event

In case American Family does not sponsor our event, we will need donations to help cover the costs of our upcoming benefit so that all the money we raise will go toward constructing the primate sanctuary. Please donate online at: www.justgive.org/nonprofits/donate.jsp?ein=81-0632763
OR send donations to: Primates Incorporated, PO Box 7384, Madison, WI 53707

-Volunteer Night –

Tuesday, November 14th, 5:30-8:30pm

United Way Building, 2059 Atwood Avenue, Madison, WI

We need help with making necklaces, stuffing envelopes, and assembling buttons. Our monthly meeting will take place while we are making merchandise for the upcoming event.

-Summer Garage Sale

The fabulous fundraising idea to host a garage sale next summer at a public park has encountered a major obstacle. The city will only allow hand-crafted goods (sold by the artist) in city parks. The only way we could have a garage sale this summer is if it is on private property (perhaps a parking lot?) If anyone knows someone who owns easily-accessible land within the city, please contact Amy so we can pursue this fundraising option.

-Golf Course Fundraiser

Kathy suggested she didn't think we could get a golf course to participate in any big way because they only host fundraisers for large nonprofits with a big budget. She suggested we start out small by asking for a free round of golf for our spring 2007 benefit.

-Grant updates

- The Gates Foundation rejected our request because we didn't fit into their scope of funding. We hope to reapply in 2007 under the "nonprofits helping to strengthen other nonprofits" category.
- We are still waiting for a response from the Evjue foundation.
- Amy submitted the American Family Grant – they don't directly fund for animal causes, but we hope they will fund our event, because we are supporting local artists – something American Family does fund.
- We are still receiving edits for Paul Newman inquiry letter, and will submit soon.

-December 17th Fundraiser:

- Promotion: Lynne, our advisory board member, suggested we get a marketing budget so that Triple M, Isthmus, and the Onion will work with us on promotion. We might also have a chance to gain publicity by giving away prizes on the morning show with Jonathan and Kitty. We included this type of marketing request in the American Family grant application.
- Food update: Rocky Rococo's Pizza said they would donate most/all the food for the event. Amy will be meeting with the manager soon to finalize all of the details.
- Duties for fundraiser: Pass out flyers to friends, hang up flyers on kiosks starting five weeks before event, post flyers in various university buildings, post flyers in coffee shops around the area. Kevin volunteered to post flyers in university buildings. Other suggestions to place flyers were Indie coffee, Curves, Cargo Coffee, State Street coffee houses and kiosks. Amy handed out letter-sized flyers and 1/4 page flyers for the group to pass out. Please email amy@primatesinc.com if you would like a copy of the flyers in pdf format.
If you do pass out flyers, send Amy the following details in an email: *date flyer was posted, *location, *# of letter-sized flyers posted, and *# of 1/4 page sheets placed in a pile. By keeping track of where we post the flyers, we can at least monitor how many 1/4 page flyers people are taking. Ideally, it would be nice to check back on/replenish the flyers every two weeks until the event.
We will also send out 200 mailers to select neighborhoods, so if you know of anyone who is interested in Primates Incorporated, please send us their address! (We don't exchange addresses.)
- Assistance by the Mad Rollin' Dolls – the local Madison roller derby!
They will assist us in the following ways: include our flyer in their holiday program, donate merchandise to the auction and roller derby tickets to the raffle, and will provide volunteers to help set up and sell raffle tickets.
- Schedule at fund raiser
 - Set-up: 2:30pm-4:30pm – 5 volunteers – decorating, setting up silent auction
 - Merchandise table (2 shifts)
 - 4:30pm-6:30pm - 2 volunteers
 - 6:30pm-8:00pm - 2 volunteers
- Silent Auction help
5 volunteers needed from 7:15pm-8:00pm to finalize transactions - those same 5 people could be around the items throughout the night and assist patrons.
- Food help:
 - Shift 1 - 5:00pm-6:30pm - help serving food/dealing with the pizza delivery/pick up
 - Shift 2 - 6:30pm-8:00pm - help serving food/dealing with the pizza delivery/pick up
- Raffle tickets:
2 shifts of 2-3 gals on roller skates (4:30p-6:00p, 6:00pm-7:30p)
Please email amy@primatesinc.com if you would like to volunteer at the fund raiser!
- Artists are still needed!
If you know an artist who would like to donate a piece of artwork (preferably primate-related, but doesn't have to be), please contact Amy to obtain an artist donor sheet. The artist will receive a tax-deduction and an option to receive 30% of the final sale of their artwork. Please contact amy@primatesinc.com if you know of anyone willing to donate artwork.

Canada presentation

Amy was invited to speak at the Ontario Veterinary College Animal Welfare Forum on September 30th (visit www.ovc.uoguelph.ca/associations/awc/2006 for a description of the forum).

She provided a summary of the trip to the group:

"The Canada trip was very rewarding as I was able to speak to ~130 people and did not let my nerves get to me. It is easier to speak to people about what you believe in and I certainly believe in Primates Incorporated! The audience consisted of mostly students – vet and undergraduate students. I gave them

many resources, but most importantly told them to look up the term positive reinforcement and gave them Viktor Reinhardt's name so they can find his articles (most available online).

I was able to answer all of the questions at the end. The most rewarding comment came from Dr. Ian Duncan, where he expressed support of the researchers providing money for their monkeys' retirement – he said researchers need to take responsibility and provide funding for retiring monkeys if they are going to work with them in a laboratory.

The most discouraging comments came from a former primate researcher from Canada who stated most of the monkeys used in Canada (~2000) are involved in terminal studies, so there is rarely a chance to retire them. She also said that abnormal behavior occurs in the wild as well so it may never be able to be relieved, no matter how much rehabilitation a monkey receives. Her final comment was that she is concerned about retiring any primates to the sanctuaries up there because they are very small operations with limited funding, so concern for their long-term care is very real. I responded to these comments – I said abnormal behavior occurs at a much less frequency in the wild compared to captivity and so it would make a great paper topic for a student to write about what causes abnormal behavior and compare the frequency in the wild to the frequency in captivity. As for the under-funded sanctuaries, I said even more reason for researchers to set aside money for the long-term care of the primates. I didn't have much to say about the terminal studies, although it would be very interesting to learn how many are terminal in the United States – a number I am having difficulty trying to obtain.

Sonja Benjamin had initially invited me to speak up there – we met on the Laboratory Animal Refinement and Enrichment Forum (LAREF). It was so nice to finally meet her in person. I met a lot of great people and was able to hand out many of our pamphlets.

Aside from paying for our trip and hotel expenses, the Ontario Veterinary College Animal Welfare Forum donated to the Heifer Foundation on behalf of each speaker's name. More on the Heifer Foundation can be found at: www.heifer.org."

Mindshock interview, 10/11/06

Amy had a TV interview on a local access station, WYOU. Her comments:

"It went pretty well – I am glad I got my first TV interview out of the way. It is true – the camera does add 20 pounds! I had to stay on for the whole show even though there was another guest. I spoke about the monkey retirement issue and said everything I could possibly want to say about Primates Incorporated. The second guest spoke about his out of body experiences. I was forced to stay on and talk about religion – something I was not prepared for, although the second guest did turn to me and say I was an angel, a very nice compliment – no matter what one believes!"

Sanctuary Networking

Amy did some online research and found that there were at least 17 monkey sanctuaries in the US that house monkeys. The sanctuaries' missions and accreditation varied quite a bit. Amy will try to contact them to get them to fill out an online survey, inquiring about their capacity, accreditation, and the monkeys they would be able to accommodate. Knowing this information will make it easier for all sanctuary directors to relocate primates when they are contacted about their retirement.

Call for sanctuary help

When a sanctuary agrees to retire a monkey to their premises, money is typically not provided up front for the monkeys' lifetime care. There are many monkeys that are in need of retirement and most of the sanctuaries across the US are paying for the retirement of their monkeys through their fundraising process. If you are a student and are able to travel or a person who has the monetary means to get away for a couple weeks, apply for an internship or volunteer position at a sanctuary near you! Sanctuary directors are very approachable and are very responsive to people who want to help. You will learn a lot by helping and will be doing a great thing for the monkeys.

Kari Bagnall, from Jungle Friends Primate Sanctuary in Florida is taking in volunteers. View her volunteer packet at: http://www.junglefriends.org/junglefriends/Volunteer_Packet.pdf

Or, if you are in Oregon, contact Polly Schultz from the Oregon Primate Rescue to see how you can help:
<http://www.oregonprimaterescue.com/Volunteers.html>

Recently, the state of Texas seized control of Primarily Primates, a sanctuary housing approximately 600 monkeys. Help is needed at the sanctuary to care for the primates. If you are interested in volunteering there, please contact: Jane Garrison, janegarrison@comcast.net (primate experience) or Kate Danaher, katedanaher@animalearthhuman.org (general volunteer)

For a list of other primate sanctuaries near you, visit:
<http://www.taosanctuaries.org/sanctuaries/primates.htm> or
<http://www.asaanimalsanctuaries.org/Sanctuaries/Sanctuaries.htm>

Searching for land

Although we have a promising land opportunity in Iowa County, we are still pursuing land options to find a land owner willing to donate the land to our cause in order to ensure longevity of the sanctuary. Amy recorded a PSA on 92.1 fm asking for land donations. Another option is to call the zoo director to inquire if they would be willing to provide their land for Primates Incorporated - we need to speak with him about the benefits of designating part of their off-site land for a primate sanctuary.

Myspace

Amy asked how can we get our myspace friends more involved with Primates Incorporated.

When people sign up to be our friend, we will send them this message:

"Thank you for being our friend at Primates Incorporated. Constructing a primate sanctuary in southern Wisconsin is vital as approximately 50,000 monkeys are housed in research facilities and their retirement to primate sanctuaries remains rare. Please view our website at www.primatesinc.com to obtain more information about our organization or to sign up on our email list."

Other suggestions to engage people included providing a link to our online donation option, and posting a downloadable flyer of our upcoming event as well as a Calling all Artists flyer.

Article Summaries

Sandber, L. (10/14/2006) State takes control of primate sanctuary. Retrieved 10.15.06 from:
<http://www.mysanantonio.com/news/metro/stories/MYSA101406.01B.PrimarilyPrimates.34e036f.html>
Amy reviewed the article.

Excerpt from article:

"Primarily Primates, a supposed haven for some 800 monkeys, chimpanzees and other large animals, was placed under court-ordered management Friday after a judge found evidence of substandard conditions and "great mismanagement" of hundreds of thousands of dollars in donations, according to a state official.

Tom Kelly, a spokesman for the Texas Attorney General's Office, said several agency attorneys, working with Bexar County deputies, arrived unannounced at the sprawling Leon Springs sanctuary about 3:30 p.m. and seized control.

'There are all kinds of problems we need to have corrected,' Kelly said. 'We were acting on a temporary restraining order placed by a judge in Travis County... While declining to say the animals had been held in dangerous conditions, Kelly said there were 'health and hygiene issues.' And he said there was evidence that hundreds of thousand of dollars in donations meant for the animals had been 'greatly mismanaged' over the years..."

Discussion

Primarily Primates is an example of a sanctuary reaching capacity and beyond and ultimately was not a "sanctuary" for its primates – it was more like a holding facility. Primates Incorporated will have to ensure that it has enough staff and will only accept monkeys it can afford. Requesting money up front for the lifetime care of the primate is ideal, however a person trying to retire the monkey may not be able to afford it, so it is important for us to maintain an endowment fund to help provide funds for the primates' lifetime care.

Zurlo, J., Rudacille, D., Goldberg, A.M. (1996). The Three R's: The Way Forward
***Environmental Health Perspectives*. 104 (8).** Retrieved 9.11.06 from:

<http://caat.jhsph.edu/publications/articles/3r.htm>

GayeLyn reviewed the article.

Summary

The 3Rs: Reduction, Refinement, and Replacement, were developed in the 1950s from a British and American collaboration in a book titled *The Principles of Humane Experimental Technique*. This article provides definitions of the 3Rs and looks at where we are now (1996) in terms of progress made in the 3Rs.

Reduction

- "The term reduction alternatives describes methods for obtaining comparable levels of information from the use of fewer animals in scientific procedures or for obtaining more information from a given number of animals so that, in the long run, fewer animals are needed to complete a given research project or test. The greater the number of animals used, the greater will be the overall costs in terms of animal suffering. Therefore, the number of animals used should be the minimum that is consistent with the aims of the experiment." (§19)
- Poor experimental design and statistical analysis can lead to inefficient use of animals (§10). To prevent inefficient use of animals, one could take a course in statistics, or hire a statistician to help design the study.

Refinement

- "Refinement alternatives encompass those methods that alleviate or minimize potential pain and distress and enhance animal well-being. Distress is an aversive state in which an animal is unable to adapt completely to stressors and the resulting stress and, therefore, shows maladaptive behavior. The stressors may induce physiological, psychological, or environmental stress. Pain results from potential or actual tissue damage, such as that caused by injury, surgery, or disease, and can lead to distress (8-10)." (§12)
- Assessing pain: "...The best approach to pain and distress is to assume that a procedure that inflicts pain and distress in humans will inflict at least as much pain and distress in animals unless there is evidence to the contrary." (§14)
- Implementing Refinement: "To establish best practice and to advance the implementation of refinement alternatives, it is important to share such experience, data, and SOPs. Sharing of data and theories is normally accomplished via the scientific literature, but there has been a marked lack of opportunity to discuss and provide information on refinement alternatives in the main biological journals. Consequently, scientists are not sufficiently aware of the concept of refinement alternatives and in general do not recognize the importance of refinement in their research." (§16)
Amy commented the lack of opportunity to share ideas could be why some laboratories still have not implemented refined techniques with their animals.

Replacement

- "...Russell and Burch distinguished between relative replacement e.g. the humane killing of a vertebrate animal to provide cells, tissues, or organs for *in vitro* studies and absolute replacement in which animals would not need to be used at all, e.g. the culture of human invertebrate cells and tissues." (§18)
- "The range of replacement alternative methods and approaches includes the improved storage, exchange, and use of information about previous animal experiments to avoid unnecessary repetition of animal procedures; use of physical and chemical techniques and predictions based upon the physical and chemical properties in molecules; use of mathematical and computer models; use of organisms with limited sentience such as invertebrates, plants and microorganisms; use of *in vitro* methods including subcellular fractions, tissue slices, cell suspensions, and perfused organs; and human studies including use of human volunteers, postmarketing surveillance, and epidemiology." (§19)
- GayeLyn stated that although some companies claim to not use animal testing, they rely on animal testing data from other research facilities. Therefore, in actuality, the company is not really promoting "replacement".

Resistance to the 3Rs

- The authors point out that, although there is acceptance of the 3Rs in many different countries, “[s]ome scientists see its use as being driven by political and social forces rather than by scientific issues. This is partly due to a lack of appreciation of the basis of the Three Rs concept as proposed by Russell and Burch (i.e. that scientific excellence and the greatest humanity in the use of laboratory animals are inextricably linked). It also stems from a defensive attitude among some scientists, perhaps resulting from the campaigns of some anti-vivisection organizations and from insufficient dialogue among the scientific and animal protection communities.” (¶27)

Discussion

Although some progress has been made in the 3Rs, there are still laboratories who have not implemented refined techniques. This article was written in 1996 and so it is not very encouraging to know that not much has changed since the article was written. Thankfully, there are organizations like the Animal Behavior Management Alliance that encourage and teach positive reinforcement principles. Primates Incorporated will strive to use positive reinforcement techniques at the sanctuary, because although the initial time investment may be greater than using negative stimuli and restraint, the time to get the monkeys to shift to new enclosures by using rewards, be removed for a physical, or receive an injection for treatment, will be significantly less – and the monkeys and care staff will not be as stressed.

Discussion of TechSoup

TechSoup (www.techsoup.org) is a resource that provides free online articles to the public as well as provides software at affordable rates to nonprofit organizations. Article summaries of their online documents are below:

Fox, E., Sabochik, K. (July 31, 2006). Do Images Help or Hurt Your Ad Campaigns?: You may want to think twice before adding that photo. Obtained 8/8/06 from the TechSoup website:

<http://www.techsoup.org/learningcenter/internet/page5673.cfm>

Tom reviewed the article.

Summary

Images can convey visual information which enhances your message, but they also can cause problems:

- They can be large.
- They can clutter up your message
- They may trigger blocking software
 - Many institutions block all images.
- It makes the file larger, which may make it an irritant for dialup modem users.
- Including images is not necessary if you instead include a web link.
- Furthermore, some research fails to show that including an image does much good.

Some Suggestions:

- Use fewer images
- Use smaller images
- Use web links
- Always include image dimensions and Alt Text

The group suggested providing a link to the meeting summary in the email versus attaching it, so that the email doesn't appear to be so lengthy and perhaps people are less likely to delete the email without reading it.

Fox, E. (July 10, 2006). Want to cultivate new list members? Skip the small talk: find out the best way to raise funds with new list subscribers. Obtained 8/8/06 from the TechSoup website:

<http://www.techsoup.org/learningcenter/funding/page5129.cfm>

Amy reviewed the article.

Crafting a welcome email

“...If your goal is to cultivate good activists and/or donors, skip the carefully crafted “welcome” message designed to help introduce new list members to your organization. M+R Strategic Services conducted research with several of its nonprofit clients and the results show that welcome messages are not the most effective first communication for new subscribers.” (¶ 2)

"...If your goal is to cultivate activists for your cause, send new recruits an action alert within their first week on your list as members are most receptive and responsive to communications from your organization in their first six weeks on your list." (¶ 4)

Fundraising appeal

"...While the idea of sending a fundraising appeal to your brand-new online supporters might cause your policy or advocacy staff to issue howls of protest and begin foaming at the mouth, the data shows this is the best way to encourage people to become loyal donors. You'll also find it comforting to know that an early fundraising appeal does not seem to have a significant impact on advocacy response rates down the road..." (¶ 9)

The overall message of this article is to be quick and to the point and to assign specific duties to volunteers to keep them engaged.

Wojciechowski, S., Buczak, D., Kopczynski, K.L. (Fall 2003). Behavioral husbandry: how keepers helped monkeys make good choices about their own welfare. *ABMA WellSpring*, 4(3), p 4-9.

Kathy reviewed the article.

Introduction:

"In August 1998, Brookfield Zoo made a commitment to managing animal behavior through a Behavioral Husbandry and Research Program. This program was designed to help the zoo look at behavioral problems in the same manner as medical problems – an aspect of an animal's well being that needs to be evaluated and solved... This paper presents three case studies of how we [the primate department] used behavioral data, proper training techniques, research on natural behaviors, and individual animal information to help three primate species choose to shift from a preferred location to a less preferred location.

The first thing we learned was that, regardless of the size of the animals, we could not force them to do anything. We had to give them choices. Keepers always knew what the "right" choices were. However, to the animals, the choices were not necessarily "right" or "wrong." Rather, there were costs and benefits to each choice they made. It was up to us to adjust these costs and benefits to help the animal choose the keepers' "right" choice. Because primates are social animals with complex group dynamics, simply controlling food did not always provide enough benefits for animals to choose the keeper's "right" choice." (p 4)

Behavioral Problems:

The spider monkeys had difficulty shifting from one enclosure to the next and the male was also aggressive. The primate department had a meeting to discuss the many factors that may have contributed to the poor shifting. Reasons for problems in shifting included: inconsistency among keepers in the method of shifting, animals were frequently "tricked" into separation from the group and didn't trust caretakers, group showed preference for one enclosure more than the other enclosure, a hand-raised female preferred keeper attention over treats as a reward, male had a fear of being separated from the females as he had been in the past, and the male prevented the females from getting a treat when they shifted properly (p 5).

Overcoming problems:

"...Creating consistency among keepers, so the animals could learn the routine and what to expect, would reduce the animals' anxieties. This would build trust and the realization that shifting into their least-preferred enclosure was only temporary. Any keeper attention (eye contact, talking, scratching) toward the hand-raised individual was strictly prohibited until after she shifted.

Dealing with group aggression, however, was more difficult, but researching natural behavior helped keepers to understand why it occurred. Aggression by males toward females occurs naturally in the wild, with one observer witnessing six attacks by males toward females that were very 'socially riveting and audible for such a distance' [Fedigan and Baxter, 1984: p. 284]. Intimidation displays also appear to occur frequently in the wild... These intimidation displays occurred while females were quietly foraging. Our research proved that our group was behaving normally! However, with the resulting difficulties in shifting and weight loss, we could not simply dismiss the aggression as normal and let it continue. We chose instead to work to reduce the occurrence of this behavior." (p 5-6)

The primate department knew they could not relieve aggression all together and so they worked to reduce/prevent it by rewarding the male with treats and uniting him with the females, after shifting to the less-preferred enclosure.

“Training the male to shift between enclosures required greater reinforcements, as he was reluctant to shift because of the great cost of shifting alone into a less preferred enclosure. Therefore, he had to be offered greater benefits – females! Initially, he was given immediate food reinforcement and reunited with the females as soon as he shifted into the correct enclosure. The amount of time he sat in this enclosure before being reunited with the females was gradually increased, until he was comfortable alone for about 15 minutes – the length of time required to clean the second enclosure. After the first 10 days of shift training, the male always chose to shift within 10 seconds of the door opening and he exhibited no latency as we gradually lengthened the time... After six weeks, the spider monkeys learned that their best choices were to station, to shift, and not to fight.” (p 7)

The paper concludes there are many benefits of training animals by providing them with choices and positive reinforcement, including reduced stress for both the keepers and the animals, healthier animals, and less time investment by keepers.

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