

the butterfly pavilion  
annual report 2010



# table of contents

- 1 Letter from President
- 2 Board of Directors  
and Science Advisory Board
- 3 Vision, Mission, Values and Goals
- 4 Financials
- 6 Staff List
- 7 Layers of the Pavilion

# annual report 2010

# Layers of Our Work

Awareness, Appreciation, Action...  
The ingredients for change are in you!

From an enjoyable family adventure to an educational class for students, from endangered tarantula research to tropical rainforest preservation, the Butterfly Pavilion's goal is to meet your needs. Every Butterfly Pavilion visitor is unique and is looking for a one-of-a-kind experience that is special to them. Understanding this, our job starts and ends with a deep understanding of our mission and why we exist. This understanding is then deeply rooted in all of our operations and layered in all of our products and services. The end result of this intimate and ingrained organizational self-awareness is a personally rewarding experience for every visitor, customer and client. Projects, programs and amenities that meet individual needs and form lasting impressions perpetuate our mission and result in positive change in our world. With a method behind the mechanics, a positive experience is the outcome we seek in three distinct ingredients: awareness, appreciation and action.

A walk through our living, breathing rainforest or a stroll through our native gardens and nature trail offers a tremendous experience. In fact, it is this type of experience that first creates an awareness of the magnitude of the rich and biologically diverse world in which we live. It sets the wheels in motion. Awareness opens the door for discovery. Knowingly or unknowingly, awareness ensures that we are far more ready for the information the world has to provide. With it, whether you choose to take part in a Spineless Spotlight program (a daily program for guests) or public event or

you interact with our zookeepers or interpreters while holding Rosie – the Pavilion's friendly Rose Hair tarantula – touch a marine invertebrate, you quickly gain a far more intimate appreciation of what we do. Appreciation sparks emotion, belief, introspection and ultimately a greater knowledge and understanding of our natural world. This appreciation may even spark an evaluation of your role within our world. Finally, a deeper investigation of the Butterfly Pavilion through staff engagement, workshops, membership or volunteering naturally leads to a greater sense of ownership and investment, embracing the work we do each day and making it clear how you, too, can make a difference. Our work includes captive breeding programs; local habitat restoration; youth, adult and senior outreach; scholarships for underserved children or adults; and even investment in our greatest conservation endeavor, habitat preservation through the support of global butterfly farming. This intimate understanding innately leads to action! Action, whether through the Butterfly Pavilion or in our everyday lives, promotes sustainability and long-term investment in the world that our children will one day inherit.

It's a simple recipe really: awareness, appreciation, action. These ingredients are readily available and accessible to each of us every day. The Butterfly Pavilion's efforts, as an environmental conservation organization that is focused on the education and growth of our community, are equally simple. It is our heartfelt responsibility – and to take that one step further, our obligation – to nurture experiences that create awareness, foster appreciation and stimulate action in you. You are the change agent! Together, we succeed!

# Letter From the President

Dear friends,

It is a pleasure, as well as very exciting, to report that our on-going engagement and support of the community resulted in a very successful and financially secure year for the Butterfly Pavilion. The year's efforts resulted in a significant budget surplus, and through commitment and innovation, Butterfly Pavilion core values have taken a big leap forward. Although we have experienced a tremendous amount of change, in fact more change than the Butterfly Pavilion has endured in over a decade of operation, it led to the simple consensus that "change is good." Layering this change with sound and fiscally responsible decision-making, we now have the foundation for what the Butterfly Pavilion will be for years to come.

## **Layer 1: Visitor Experience**

To improve upon the Butterfly Pavilion's products and services, we successfully featured two innovative traveling exhibits: Dr. Entomo's Palace of Exotic Wonders and the world premier of Legend of the Tarantula. Both highlighted the extraordinary diversity and the astounding level of importance that insects and their relatives provide our very existence. This evolution in our approach to exhibit development demonstrated our capacity to create inspiring experiences.

## **Layer 2: Leadership**

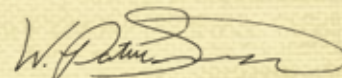
After a decade of leadership and guidance that secured a fiscally stable and secure operation, Bob Bonacci announced his retirement and departed in July of 2010, and I, Patrick Tennyson, was appointed the new President and CEO. A new organizational branch structure that highlights the visitor experience is now at the core of our efforts, and it is directly supported by a leadership team of the CEO and Vice Presidents. The Resource Development branch, which includes visitor services (admissions, membership and group sales), fund development, retail operations, public and private events, and marketing and public relations, anchors the fiscal prosperity of the organization. The Programs and Exhibits branch

ensures that our valuable educational programming directly serves the community's growing need for conservation education through our on- and off-site programming. Last but not least, our new Science and Conservation branch works to perpetuate the growing need for leadership in research and conservation of invertebrates and their habitats. These new branches work in close collaboration to integrate a triple bottom line approach to business operations. This approach ensures that the Butterfly Pavilion is fiscally sound and secure; that it is responsive to the social needs of a diverse community both locally and globally; and that it perpetuates conservation of our environment through strategic initiatives like educational programming and research of threatened species, as well as through investment in sustainable business ventures like butterfly farming.

## **Layer 3: Governance**

Change has also taken form in a growing, reinvigorated Board of Directors. This dedicated group has established a heightened level of commitment to governance, vision and organizational ambassadorship. The board's collaborative effort with the staff will establish strategic direction that will guide and conduct the efforts of the Pavilion for the next several years. The culmination of this effort will take shape in not only a cohesive, alert and fiscally agile leadership core, but will also result in the formation of an organizational master plan that will encompass the foresight for an on-site expansion in the future.

As we know, change can be hard, and it takes a great deal of work. However, the Butterfly Pavilion welcomes these changes with anticipation and exhilaration. These layers of change mean a better, more responsive and mission-driven Butterfly Pavilion – an organization that sincerely believes that together our impact will result in a healthier, more sustainable future for posterity.



Patrick Tennyson  
President and CEO

# Board of Directors

**Larry Dubois**  
Board Chair

**Tracey Bernett**  
Vice Chair

**Amber Kirchmer**  
Secretary

Bob Briggs  
Chalmer William (Bill) West  
Loretta Cawelti  
Mary Dambman  
Allan Estrof

**The Butterfly Pavilion welcomes new members to the Board:**

Todd Benson      Peter Harnish      Anne Macomber  
Sarah Farley      Dr. Sarada Krishnan      Kevin Medina



# Science Advisory Board

**M. Deane Bowers, Ph.D.**  
Professor and Curator of Entomology, University Museum  
Dept. of Ecology and Evolutionary Biology  
University of Colorado

**Paula E. Cushing, Ph.D.**  
Curator of Entomology and Arachnology  
Zoology Department  
Denver Museum of Nature and Science

**James E. Klett, Ph.D.**  
Dept. of Horticulture and Landscape Architecture  
Colorado State University

**Boris C. Kondratie, Ph.D.**  
Dept. of Bioagricultural Sciences and Pest Mgmt.  
Colorado State University

**Frank T. Krell, Ph.D.**  
Curator of Entomology  
Zoology Department  
Denver Museum of Nature and Science

**Paul A. Opler, Ph.D.**  
Dept. of Bioagricultural Sciences and Pest Mgmt.  
Colorado State University

# Our Vision

To be the premier invertebrate center in the United States for:

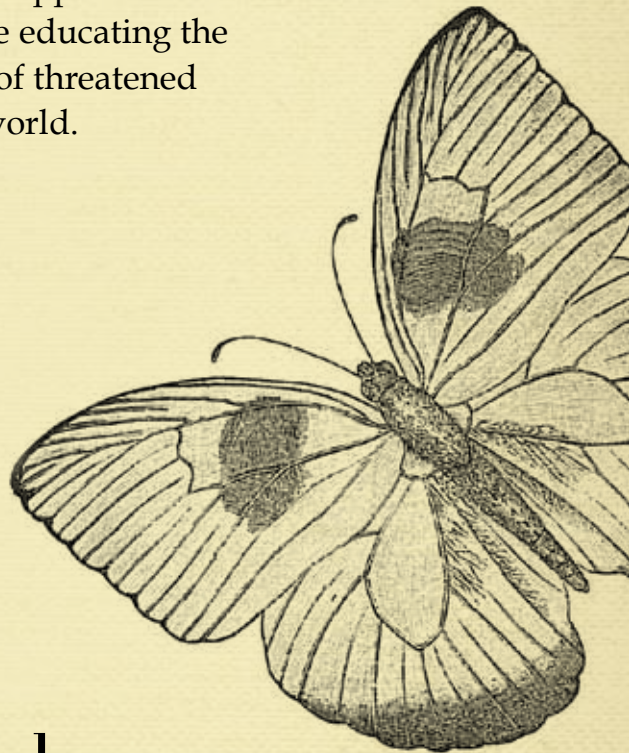
- Scientific Research
- Education
- Conservation
- Enjoyment

# Our Mission

The Butterfly Pavilion exists to foster an appreciation of butterflies and other invertebrates while educating the public about the need for conservation of threatened habitats in the tropics and around the world.

# Guiding Values

- An enriching experience is primary
- Scientific integrity is mandatory
- Conservation is key - locally, nationally and globally
- Education is a fundamental component of all programming



# Long-Term Program Goals

- To create the most enriching experience for our customers
- To be a recognized scientific authority throughout the U.S. and the world for research on invertebrates and conservation of their habitat
- To be the a leading educational resource on invertebrates, their habitats and their role in ecosystems for a diverse audience

# Financials

## STATEMENT OF FINANCIAL POSITION FOR THE YEAR ENDED DECEMBER 31, 2010 (WITH COMPARATIVE TOTALS FOR 2009)

	2010	2009
<b>Assets</b>		
Cash and cash equivalents - unrestricted	\$ 991,816	\$ 852,453
Cash and cash equivalents - temporarily restricted	\$ 28,151	\$ 13,977
Prepaid expenses	\$ 32,036	\$ 29,000
Accounts receivable	\$ 3,677	\$ 3,305
Gift shop inventory	\$ 168,759	\$ 179,418
Net property and equipment	\$ 3,988,764	\$ 4,107,892
Amortized bond issuance costs	-	\$ 4,102
Beneficial interest in assets held by others	\$ 44,478	\$ 40,510
Total assets	\$ 5,257,681	\$ 5,230,657
<b>Liabilities and net assets</b>		
<b>Liabilities</b>		
Accounts payable	\$ 14,927	\$ 32,980
Accrued payroll costs	\$ 43,874	\$ 78,457
Deferred memberships and events	\$ 88,796	\$ 83,470
Loan payable	\$ 2,939	\$ 4,217
Bonds payable	\$ 1,510,000	\$ 1,565,000
Total liabilities	\$ 1,660,536	\$ 1,764,124
<b>Net assets</b>		
Unrestricted operating	\$ 1,063,311	\$ 884,023
Net investment in fixed assets	\$ 2,475,825	\$ 2,538,675
Temporarily restricted	\$ 28,151	\$ 13,977
Permanently restricted	\$ 29,858	\$ 29,858
Total net assets	\$ 3,597,145	\$ 3,466,533
Total liabilities and net assets	\$ 5,257,681	\$ 5,230,657



STATEMENT OF ACTIVITIES FOR THE YEAR ENDED DECEMBER 31, 2010  
(WITH COMPARATIVE TOTALS FOR 2009)

	2010	2009
<b>Revenue and other support</b>		
Admissions	\$ 1,276,625	\$ 1,154,799
Museum store revenue/concessions	\$ 692,003	\$ 629,165
SCFD	\$ 548,714	\$ 520,849
Program fees	\$ 204,402	\$ 226,220
Donations	\$ 148,351	\$ 56,647
Memberships	\$ 120,714	\$ 110,081
Investment income	\$ 7,178	\$ 9,596
Insurance settlements	-	\$ 59,617
Other	\$ 10,014	\$ 17,295
In-kind contributions	\$ 6,387	-
Net assets released from restrictions	-	-
Total revenue and other support	\$ 3,014,388	\$ 2,784,269
<b>Expenses</b>		
Education exhibits/programs	\$ 685,669	\$ 528,836
Admissions/museum store	\$ 624,913	\$ 696,254
Curatorial and invertebrate science	\$ 452,303	\$ 496,575
Pavilion facility operations	\$ 256,837	\$ 241,149
Horticulture	\$ 163,058	\$ 177,833
Pavilion volunteer support	\$ 70,661	\$ 46,612
Total program services	\$ 2,253,441	\$ 2,187,259
<b>Supporting services</b>		
Administration	\$ 215,079	\$ 256,734
Marketing, promotion and membership	\$ 339,558	\$ 22,103
Fund-raising	\$ 75,698	\$ 63,967
Total supporting services	\$ 630,335	\$ 642,804
Total expenses	\$ 2,883,776	\$ 2,830,063
Change in net assets	\$ 130,612	\$ (45,794)
Loss on disposal of Shrunk exhibit	-	\$ (102,755)
Change in net assets	\$ 130,612	\$ (148,549)
Net assets, beginning of year	\$ 3,466,533	\$ 3,615,082
Assets, end of year	\$ 3,597,145	\$ 3,466,533





# Staff List



Natali P. Andrade  
*Sales Associate*

Taylor Anthony  
*Administrative Assistant*

Joseph G. Barry  
*Gardener*

Lauren Nicole Bickford  
*VP of Programs & Exhibits*

Heather M. Bilek  
*Visitor Services Coordinator*

Megan C. Bond  
*Private Events Assistant*

Deborah J. Brooks  
*Educator*

Julia Calle  
*Exhibit Interpreter*

Anastasia David  
*Assistant Manager - Gift Shop*

Patrick M. Dazevedo  
*Custodian*

Justin Deines  
*Custodian Supervisor*

Jenifer L. Doane  
*VP of Resource Development*

Sally R. Duke  
*Outreach Staff*

Christina P. Folken  
*Birthday Party Ambassador*

Miranda Graul  
*Fund Developer*

Alex Gray  
*Exhibit Guide/Interpreter*

Sharon K. Haan  
*Gardener*

Chad C. Haines  
*Zookeeper*

Mary Ann Hamilton  
*VP of Science & Conservation*

Nichole R. Hancock  
*Sales Associate*

Kyle E. Hetteema,  
*Zookeeper*

Anastasia Johns  
*Birthday Party Ambassador*

Erin G. Kendall  
*Educator*

Cynthia Killingbeck  
*Director of Retail Operations*

Rachael M. Kras  
*Administrative Assistant/Office Manager*

Rachel P. Marini  
*Visitor Services Coordinator*

John Paul McConnell  
*Educator/Exhibits Interpreter*

Zachory C. McPherron  
*Custodian*

Troy G. Miller  
*Zookeeper Aquarist*

Betina L. Moody  
*Visitor Services Coordinator*

Sandra L. Mortenson  
*Visitor Services Coordinator*

Dorothy G. Myers  
*Educator/Exhibit Interpreter*

Glenalee M. Nozawa  
*Full-Charge Bookkeeper*

Sabrina D. Orlando  
*Visitor Services Manager*

Kelly M. Ortmeier  
*Private Events Coordinator*

Amber L. Partridge  
*Zookeeper*

Jessica Peters  
*Event Assistant*

Deanna Q. Pierce  
*Visitor Services Coordinator*

Kristen H. Pohl  
*Volunteer Coordinator*

Denise M. Price  
*Outreach/Off-Site Coordinator*

Rachel L. Ptaszek  
*Birthday Party Ambassador*

Lois J. Rosenquist  
*Zookeeper*

Teresa M. Schillinger  
*Zookeeper*

Nate A. Skinner  
*Exhibit Guide*

Kory A. Smathers  
*Receiving Clerk*

Marcos A. Stoltzfus  
*Programs Manager*

Ashlee M. Struble  
*Marketing/Public Events Coordinator*

Patrick W. Tennyson  
*President/CEO*

Gwendolyn H. Tenney  
*Youth Programs Coordinator*

John Tyler  
*Zookeeper*

Karen Vitco  
*Zookeeper*

Shesna P. Volz  
*Birthday Party Ambassador*

Pamela Wippel  
*Sales Associate*

Gary L. Wilkinson  
*Custodian/Maintenance*

Amy C. Yarger  
*Director Of Horticulture*

# layers of the pavilion

## People of the Pavilion

- Visitors
- Volunteers
- Members
- Donors

## Endeavors of the Pavilion

- Programs
- Exhibits
- Research

## Impact of the Pavilion

- Local Community
- Regional Community
- Global Community





# people of the pavilion

# Visitors

The Butterfly Pavilion had an unprecedented number of visitors in 2010 with 261,840 guests, and earned just over \$1 million in revenue from admissions. In 2010, the Butterfly Pavilion also celebrated its 15th anniversary with \$1.50 days in February, June and November. Each of these days drew a record number of visitors.



# Volunteers (by hours 1994-2010)

The dedication of our volunteer corps is essential to our visitors' experience. Whether they are assisting guests, holding Rosie, teaching youth education classes or tending our gardens, these individuals are critical to the daily operations of our facility. We thank them for their generosity, enthusiasm and talent.

## Up to 99 hours

Westminster High School  
Boa Technology  
Target  
CSM-APO  
Ken-Caryl Ranch  
Pomona High School  
Chris Aimetti  
Karin Alvarez  
Bonnie Baas  
Tracey Bernett  
Emily Bertelson  
Jessica Blake  
Laura Breland  
Cassandra Bugir  
Stephen Bugir  
Don Calderon  
Marjorie Camaren  
Alanna Cave  
Loretta Cawelti  
Justina Chavez  
Jesse Christy  
Amanda Crockett  
Joe Cullen  
Kevin Cummins  
Lynn Cyrus  
Hailee Damp  
Jessica DeHerrera  
John Dickson  
Autumn Dike  
Amanda Douglass  
Larry Dubois  
Andy Eaman  
Olivia Eggert  
Ebony Espinoza  
Elysa Espinoza  
Lu Farnworth  
John Fein  
Ray Fernandez  
Holly Flechsig  
Patricia Flick  
Nathan Frank  
Mary Gibbs  
Scott Hackney  
Erin Higgins  
Scott Hill  
Blake Hinson  
Crystal Hoffman  
Michele Hogan  
Francine Ingram Brandt  
Lindsey Jackson  
Alyson Jans  
Joan Jarboe  
Chris Jennings  
Devon Jones

Mary Kaiser  
Rachael Kelley  
Reilly Kelsen  
Amber Kirchner  
Natasha Krech  
Colton Ladbury  
Linda Laurens  
Michelle Lonsinger  
Ian Lundquist  
Ellen Lutz  
Vickie Marra  
Aspen Matthews  
Talia McFadden  
Pravina Mehta  
Angela Miller  
Marissa Miller  
Sarah Miller  
Tina Miller  
Marlene Miyamoto  
Richard Moore  
Christie Nielsen  
Cathy Novak  
Marie Pack  
Debra Payne  
Thomas Payne  
Lisbeth Phillips  
Merry Popa  
Ben Pugliese  
Dick Pulhamus  
Donna Rae  
Lee Reeves  
Stefan Reyes  
Martin Roman  
Lindsey Russell  
Leanna Rutledge  
Randolph Salazar  
Samantha Scharrer  
Megan Scheele  
Erryn Schneider  
Airel Schuster  
Sam Shipman  
Cassius Simpson  
Stephanie Sisroy  
Robin Snow  
Audrey Spencer  
Alicia Sprague  
John Stremich  
Emily Stuckey Weber  
Jennifer Sutherland  
Cathy Swedlund  
Ammon Swinbank  
Trish Taylor  
Natalie Templeman  
Patricia Tennant  
Kiz Tovar

Kimberly Urish  
Kevin Vitco  
Dan Waddick  
Lisa Walker  
Joan Wallace  
Bethany Ward  
Scarlett Watters  
Lisa Weisel  
Rebecca A. Weisel  
Chalmer William (Bill) West  
Judy Williams

## 100-499 hours

Boettcher Foundation  
AmeriCorps NCCC  
Junior League of  
Denver Kubik  
Gina Barbieri  
Mitchell Barnes  
Karlin Bruegel  
Taylor Cain  
Patrick Casto  
Meghan Chapple  
Kristin Cole  
Vern Collins  
Rebecca de Wardt  
Janet Dills  
Kristine Edwards  
David Ennis  
Carolyn Fair  
Nedra Fortune  
Carol Githens  
Alex Gray  
Kathryn Greeson  
Chad Haines  
Lori Harrison  
Amber Higgins  
Nate Huey  
Brandon Idelberger  
Martha Jones  
Bob Krugmire  
Anita Liuzzi  
Tai Ludwig  
Janet Lutz  
Jeanne McAtee  
Judith McFadden  
Jane Meyer  
Teresa Mueller  
Fred Nadel  
Sarah Nelson  
Peggy Noguera  
Amanda Noland  
Timothy Norling  
Jo Rasmussen  
Tiffany Richardson

Samantha Rose  
Sherry Rubinstein  
Jocelyn Schilling  
Katie Schultz  
Jo Smith  
Omar Solis  
Michelle Stremich  
Suzanna Strunk  
Jeremy Sunder Raj  
Doug Tart  
Bekah Tomsick  
Spencer Tomsick  
Maureen Tooher  
Frances Watson  
Pam Williams  
Fred Yahrling  
Lauren Young  
Matthew Zhang

## 500-999 hours

BP Friends  
Kyle Andrews  
Samantha Bonelli  
Mary Broughall  
Kathy Danhour  
Nancy Jessee  
Shirley McConnell  
Kairissa Proctor  
Sherry Ruby  
Diane Saucier  
Andrea Shelby  
John Shofner  
Pat Spetz

## 1,000-4,999 hours

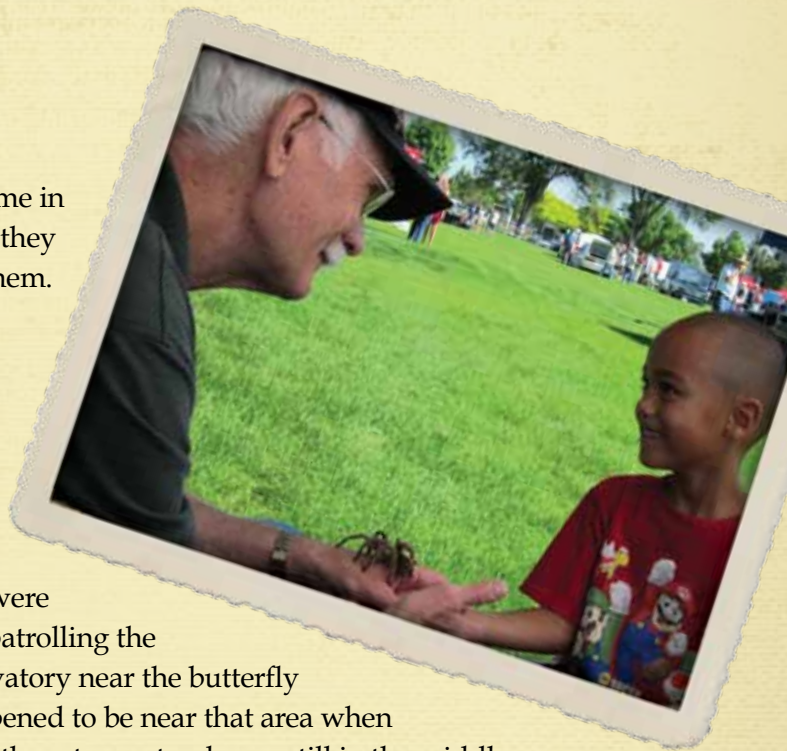
Paul Bay  
Joann Dawe  
Alice Doyle  
Cathy Fennelly  
Gary Gagnon  
Annemarie Garza  
Virginia Hokenson  
Richard Jarboe  
Bunny Kleinhenz  
Lora Kreutzer  
Ernest Merkel  
Cheryl Patrick  
David Sherman  
Mike Sipes

## 5,000+ hours

Warren Fair  
Fred Linck

“I often have kids come up to me in the conservatory and ask how they can get butterflies to land on them. A couple of times in the past year the conditions happened to be just right for their wish to be granted. Both instances were on sunny days in the summer when we had lots of butterflies, and all of them were very active. There were male Great Eggfly butterflies patrolling the northeast corner of the conservatory near the butterfly release area, and the kids happened to be near that area when they asked the question. I told them to go stand very still in the middle of the open space, and within ten seconds the kids had an inquisitive butterfly land on their heads. I think the kids felt like I had pulled off some magic feat, but it was just a matter of the right conditions at the right time and a fair amount of luck.”

- RICH JARBOE, volunteer



“One of my fondest memories at the Pavilion was when a little boy came into the Crawl-A-See-Em exhibit carrying a spider plush, wearing a Spider-man jacket, beanie and tennis shoes; he was completely enthusiastic about the tarantulas on display and attempted to communicate with them through the stuffed animal. (It was a rather adorable sight.) He was very attentive when I started rambling off on all of the random facts about spiders that I could think of, and I even learned from him how the huntsman spider uses sound frequencies and the vibrations made from its own body to attract mates!”

- SAMANTHA SHIPMAN, volunteer

# Members

Members are the heart of the Butterfly Pavilion because they challenge us to be the premier invertebrate educational experience in the country. We sincerely value our members and their support of our mission. Membership dues provide revenue that supports both local and global conservation efforts and science education in the community.

We thank the 2,167 people who purchased a membership in 2010 for their generosity and for their attendance at the member-only events. We look forward to serving these members and others in the years to come with outstanding programs, premier exhibits and exciting outdoor experiences.



## Meet the McVay Family

The McVay family loves to escape to Hawaii whenever they can, but they don't have to jump on a plane to do so. Rather, they head on down to the Butterfly Pavilion. "We just live a couple of miles away, and visiting is like going to Hawaii with all the beautiful flowers and butterflies," Cielia McVay explains. The McVay family has been members for the past 5 years. "We just love having a family-friendly place so close – the parking is wonderful and it is never too crowded." The McVay children – Ben who is 7 and Serafina who is 5 – love seeing the insects in the Crawl-A-See-Em exhibit and mom enjoys the peace of the Wings of the Tropics exhibit. "We go to the Butterfly Pavilion all the time. It's the perfect place, especially on rainy days or after school for a quick diversion each week. We love it and my children have learned quite a bit by visiting." The McVay family has even sponsored events over the years with a Happy Family booth sponsorship. "The Butterfly Pavilion is a great opportunity for an easy outing with your children. It is well worth the money, and the special events are fantastic!" The Butterfly Pavilion values the McVay family and all of our members. Learn more about how you can become a member by visiting [www.butterflies.org](http://www.butterflies.org).







# Donors

The Butterfly Pavilion owes its success to the generous supporters of our organization. With the help of our members and donors, we have brought valuable science education to over 500,000 students, and invertebrates information to 4 million visitors, further spreading the word about habitat conservation and environmental protection. The following donors supported the Butterfly Pavilion from January 1 to December 31, 2010.



*Making It Possible.*

**SCFD** - The Butterfly Pavilion received significant funds from the Scientific & Cultural Facilities District (SCFD) in 2010. Voters in the Denver metro area created the SCFD in 1998 to provide a consistent source of unrestricted funding to scientific and cultural organizations. Since then, the SCFD has funded more than 300 organizations via the 0.1% retail sales and use tax (one penny on every \$10). Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas and Jefferson counties comprise the district.

## Grantors/Business Donors

**\$25,000**  
American Honda Foundation

**\$15,000**  
The Denver Foundation

**\$10,000**  
Post News Community

**\$7,500**  
Xcel Energy Foundation  
Community Foundation  
Serving Boulder County

**\$5,000**  
El Pomar Foundation  
Mabel Hughes Charitable Trust  
Virginia Hill Foundation

**\$3,000**  
New Belgium Brewing  
Company, Inc.

**\$2,000**  
Elevations Credit Union  
Target Community Relations

**\$1,500**  
Kinder Morgan Foundation  
KMGH Channel 7

**\$1,000**  
Omni Interlocken Co. LLC  
Safeway Foundation

**Under \$1,000**  
Mile High Title Research  
High Plains Drifters  
Federation of Fly Fishers Club  
Verizon Foundation  
Fidelity Charitable Gift Fund

## Patron-Level Donors

**\$5,000**  
Patrick Tennyson

**\$1,500**  
Mary Lynn Bangs  
Tracey Bernett

**\$1,000**  
James Brownlie  
Rebecca Chapman  
Robert Webber

**\$750**  
Todd Benson  
Sarah Farley  
Mary Ann Hamilton

Gary Jamell  
Rich Jarboe

**\$500**  
George Beilby  
Paige Beilby  
Nicole Bickford  
Loretta Cawelti  
Angela Centrella  
Mary Dambman  
Jody Deschenes  
Lori K. Harrison  
Lynette Hodgden  
Elizabeth Jennings  
Dr. Sarada Krishnan  
Richard McClure

Wilson Porterfield  
Mark Wallace  
Steve Woods  
Fred Yahrting  
Tom Yoswa

**\$250**  
Jamie Bacon  
Merideth Brennan  
Mary Chady  
Kim Delashmit  
Jody Deschemes  
Jenifer Doane  
Larry Dubois  
Bonnie Forbes  
Amber Kirchmer

Michael Lancaster  
Fred Linck  
Jan Milner  
Paul Osmundson  
Cheryl Patrick  
William Robotham  
Marcos Stoltzfus  
Carol Vickery  
Amanda Waters  
Chalmer William West  
Amy Yarger

**\$100 and under**  
Erin Arsenault  
Richard Arsenault  
Judy Blum  
Bob Briggs

**\$100 and under (cont.)**

Linda Cagle  
 Rob Chesmore  
 Becky Connell  
 Amanda Douglass  
 Julia Gebben  
 Susan Grafton  
 Suzanne Evanoff  
 Molly Elizabeth  
 Everman  
 Cathy Fennelly  
 Katie Gatlin  
 Glenville Emmons  
 Elementary  
 Carolyn J. Grant

Karen D. Gravlin  
 Earl E. Gray  
 Sonja Hahn  
 Ronald Harris  
 Virginia Hokenson  
 Dillon Hoffman  
 Richard E. Holman  
 Charles D. Keyes  
 Kevin Kildow  
 Lorens Knudsen  
 Gary LaPlante  
 Jessica Lemek  
 Daniel Lovitt  
 Jami Maselli  
 Rebecca McJilton

Mark Meiners  
 Phyllis LB Mize  
 Renate G. Neifert  
 Gail O'Neil  
 Peter Pitkin  
 Kris Pohl  
 Lynda Rabe  
 Daisha Ribbens  
 Robert Rodenburg  
 Sandra K. Sandidge  
 Phillip M. Schein  
 Susan J. Schiff  
 Glenna Sexton  
 Daniel J. Shannon  
 Dennis Simpson

Mike Sipes  
 J. Martin Sipos  
 Mary Joy Stead  
 Carol Stone  
 Michael Thero  
 Charles Toner  
 Shirley Warren  
 Frances Watson  
 Jean Watson  
 Carter Watts  
 Janet White  
 Marilyn White  
 Connie Wilson  
 Imelda Wilson  
 Robert Wolff

**Adopt-A-Butterfly**

**Guardian**

Abigail Kelley  
 Charlotte Sandkuhler

**Steward**

Jennifer Landon  
 Andrea Maddoloni  
 David Osborn  
 Christi Patrick  
 Eric Rodwell

**Advocate**

Chris Adkins  
 Marianne Alleyne  
 Laura Anderson  
 Stephanie Bechtel  
 Rose Bell  
 Barbara Coffee

Jo Dickman  
 Sally Doles  
 Magi Evans  
 Dominic Frederico  
 Kirsten Frost  
 Linda Fusco  
 David Goldwasser  
 Garrett Haak  
 Melissa Jennings  
 Linsee Kershner  
 Denise K.  
 Matsuno-Elsej  
 Daniel Pass  
 Zaiiah Peppers  
 Evan Prosser  
 Relisha Rodriguez  
 Lynne Ronk  
 Chris Ruley

Noel Saunders  
 Natalie Stroup  
 Katie Porras  
 Cathe Schultz

**Friend**

Mary Banovetz  
 Kaylei Becker  
 Trixie Blass  
 Megan Bohn  
 Megan Breetzke  
 Madigan Burtis  
 Robin Carberry  
 Trystan Cooper  
 Julissa Culebro  
 Veronica Dallas  
 Hunter Egan  
 Katie Gates

Lori Gauthier  
 Asdis Griggs  
 Philip Leigh  
 Michelle Madden  
 Lauri Martin Ray  
 Abigail McClennan  
 Misty Milner  
 Ann Marie Nelson  
 Adel Neufeld  
 Olivia Parrott  
 Katie Peshek  
 Marilee Peterson  
 James Pirovano  
 Keegan Rice  
 Justin Shelton  
 Julia Stone  
 Mariye TerEllen-  
 Flaherty

**In-Kind Donors**

1st Bank Center  
 5280 Publishing, Inc.  
 Adam's Mystery  
 Playhouse  
 Arvada Center  
 Ashley Vasold  
 Aurora Fox Theatres  
 Ballet Nouveau  
 Colorado  
 Banjo Billy Bus Tours  
 Blaster Bouncer  
 Bob Krugmire  
 Bonefish Grill  
 Butler Rents  
 CBS 4  
 Chick-Fil-A  
 Children's Museum of  
 Denver  
 City of Westminster  
 Colorado Ballet  
 Colorado Music

Festival  
 Colorado Parent  
 Magazine  
 Comedy Works  
 Craig Stevens  
 CSU Entomology  
 Department  
 Debbie Brooks  
 Denver Botanic Gardens  
 Denver Microbrew Tour  
 Discover Chiropractic  
 Double D's Pizza  
 Eldora Mountain Resort  
 Elegant Fare  
 Elich Gardens  
 Fat Cats  
 Bowling Center  
 Fred Astaire  
 Fred Yahrling  
 Front Range Anglers  
 Gail Benker

Beadworx by Grass  
 Roots Creations  
 Hacienda Colorado  
 Comedy Restaurant  
 Hair Technology &  
 Body Salon (Aveda)  
 Hyland Hills  
 Inverness Hotel and  
 Conference Center  
 Jim Brownlie  
 Kubla Crafts  
 Larry Dubois  
 Macaroni Grill  
 Mary Lynn Bangs  
 Metech Recycling  
 Metro North Chamber  
 of Commerce  
 Mystery Dinner Detective  
 Pappadeaux Seafood  
 Kitchen  
 Pepsi Center

Phil Henbest  
 Portraits as Arts  
 Radio Disney  
 Rocky Mountain PBS  
 Sky Venture Colorado  
 Steven Woods  
 Stoneheart Gallery in  
 Evergreen Colorado  
 Summit Chiropractic  
 Care Center  
 The Curtis Hotel  
 Total Beverage  
 Tracy Thompson  
 Vicjon Enterprises Inc.  
 Vitaminwater and  
 Smartwater  
 Westminster Parks and  
 Recreation  
 Whole Foods  
 Wildlife Experience  
 Yankee Candle





# endeavors of the pavilion

# Programs

Success at the Butterfly Pavilion can be realized by looking at the sheer number of children and adult learners who are affected every day through our programming. Programs such as the Spineless Spotlight series, G.R.O.W. and Teacher Enrichment reach thousands of visitors both on- and off-site annually.

In 2010, the Butterfly Pavilion expanded the Spineless Spotlight Program to provide visitors two additional daily educational programs—along with the Butterfly Encounters we offered in 2009—providing visitors four opportunities for interactive learning throughout the day. Over 19,000 visitors participated in the daily programs, which shared valuable information about tarantulas, butterflies, habitat and conservation. The age-layered programs provide families with great educational opportunities in addition to visiting the exhibits.

The Butterfly Pavilion was also able to expand the Teacher Enrichment Program in 2010, providing an unprecedented 18 workshops that served 170 professional educators. Educators participated in the Science and Arts series as well as several workshops on invertebrates and conservation.

While the Spineless Spotlight and Teacher Enrichment Programs served visitors on-site, the G.R.O.W. Program served nearly 1,500 underserved public school children from 58 classrooms in North Denver and Adams 12 schools. The G.R.O.W. Program—a collaboration of the Butterfly Pavilion, the Colorado Children's Museum and the Denver Public Schools—accomplished its seventh successful year in 2010. New data shows that students who participated in the G.R.O.W. Program reported high levels of interest and excitement for science (Interest Value), an understanding of the need for and usefulness of science (Utility Value), and recognition of the importance of science in their sense of who they are (Attainment Value). Learn more about these programs at [www.butterflies.org](http://www.butterflies.org).



## Exhibits

In 2010, the Butterfly Pavilion presented three different temporary exhibits in the Traveling Exhibit Hall, each providing a unique, immersive and valuable learning experience.



Visitors were first introduced to the concept of sustainable agriculture and butterfly farming with the premier of Tropical Odyssey, a journey in conservation. The maze-based exhibit with over 15 interactive elements features not only the storyline of a butterfly's life cycle, but also the concept of the triple bottom line – people, profit and the planet – with eight sustainable business storylines that teach visitors about the importance of local and global conservation efforts. The exhibit is completely bilingual, providing Spanish-speaking visitors an opportunity to learn as well.



In April, visitors experienced the fascinating world of invertebrates through Dr. Entomo's Exotic Palace of Wonders exhibit. The carnival-themed exhibit provided opportunities for visitors to engage all their senses while learning about insect adaptations. Dr. Entomo's explored the truth, myths and mysteries that surround some of nature's most curious creatures with over two dozen live animals on display. The exhibit included a mini-palace of wonders for children under three, further highlighting the Butterfly Pavilion's commitment to age-layered exhibits.



In September, the Butterfly Pavilion hosted the world premiere of the Legend of the Tarantula exhibit, a story kept secret until now. This exhibit, which featured a Victorian theme, introduced visitors to the secret world of the tarantula and taught them about the tarantula's anatomy, habitats, diet, behaviors and cultural significance through interactive panels and activities. The exhibit featured 18 rare tarantulas from around the world, including some species never before displayed at the Butterfly Pavilion. Visitors were challenged to let go of the dangerous, scary image given to tarantulas by Hollywood and to learn the true value of these eight-legged wonders. The exhibit also brought in record number of visitors during its six-month run.

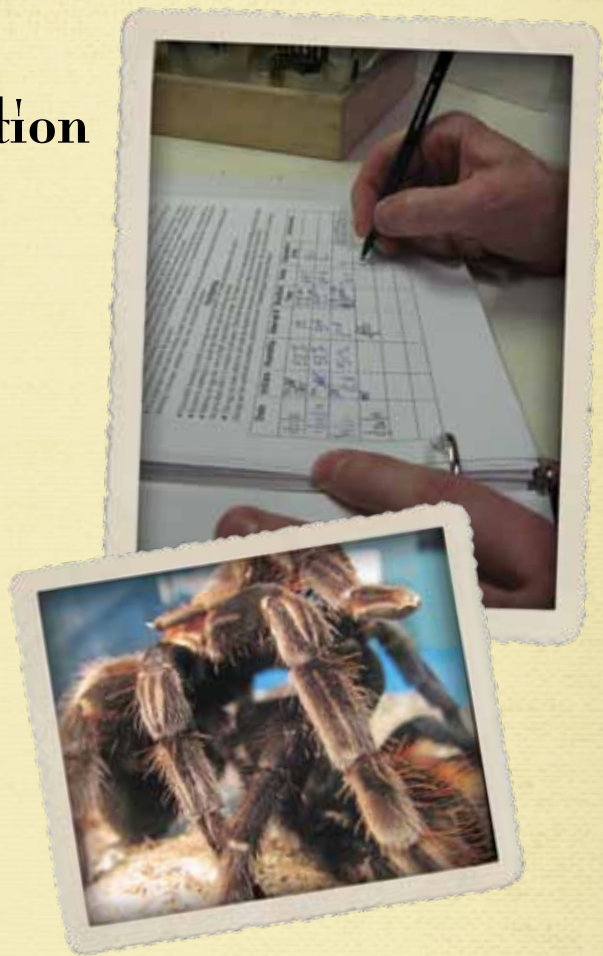
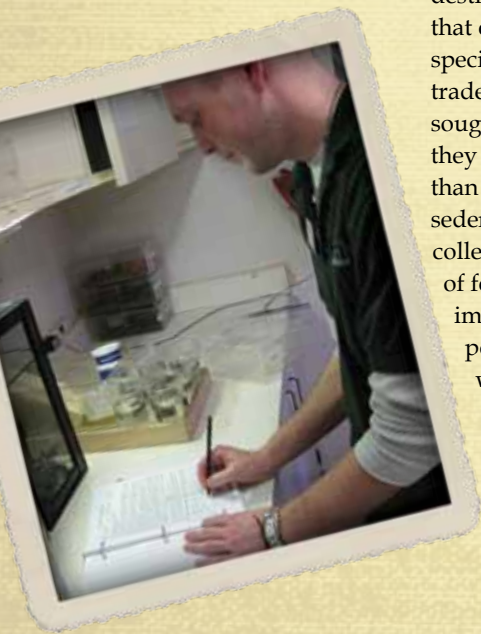
The Traveling Exhibit Hall provides the opportunity for the Butterfly Pavilion to feature new and exciting exhibits every three to nine months, adding value to the visitor experience and providing new opportunities to learn about invertebrates and conservation.

# Research & Conservation

In 2010, the Butterfly Pavilion embarked upon a new endeavor—research—and with it, launched the Captive Tarantula Breeding Program and an associated growth study. The breeding program was designed to provide educational and research opportunities for Butterfly Pavilion zookeepers, as well as to assist with the conservation of wild animals. There are currently no published studies on tarantula breeding or growth rates.

The research project experienced several successes in 2010, including the successful breeding of *Grammostola rosea*, *Grammostola pulchripes* and *Aphonopelma chalcodes* tarantulas. Soon, the Butterfly Pavilion plans to publish a scientific research paper on the Chilean Rose Hair tarantula study, providing invaluable information for scientists about this important arachnid.

The research project will also be expanding to include various species of tarantula that are protected under CITES (the Convention of International Trade in Endangered Species) or over-collected for the pet trade. Several dozen species of tarantula are deemed “threatened” or “endangered” by CITES because of habitat destruction or poaching that exploits wild species for the pet trade. Females are often sought-after because they are longer-lived than males and more sedentary. The over-collection or poaching of females greatly impacts tarantula populations, which cannot be maintained by males alone.



Animals that will be included in the future include *Aphonopelma coloradunum*, *Brachypelma smithi* and *Brachypelma sabulosum* tarantulas, as well as others. The Research and Conservation department will work to breed these species in captivity, create awareness about them through exhibit displays and research documents and offer better options for obtaining these species for like-minded organizations and hobbyists.

Research at the Butterfly Pavilion also expands to other invertebrates as well as to the fields of horticulture and habitat conservation. Support is needed to fund these endeavors, which are providing the scientific community with invaluable information on the research and conservation of invertebrates.



# impact of the pavilion

# Local Community

Smiles appear on residents' faces as they watch butterflies dance from flower to flower in their new habitat garden. The garden, provided by the Butterfly Pavilion as part of the Senior Habitat Gardening Program, is one of many throughout the Denver Metro area.

Since 2002, Butterfly Pavilion staff, volunteers and participating senior citizens have installed butterfly habitat gardens at 27 different senior residential and recreational facilities along the Front Range. At least three facilities are selected each year, based on resident interest and the appropriateness of the site for butterflies and plants.

One goal of this program is to provide a sense of ownership and enjoyment among seniors by providing technical help with the creation of butterfly habitat gardens. Participants learn about habitat preservation, engage in horticulture therapy and are able to watch the garden grow and attract butterflies throughout the summer. The second goal is to create new urban and suburban habitats for native butterfly species. By adding mini-habitats, even in urban and suburban areas, these facilities help to counteract the negative effects of habitat loss. The gardens also provide opportunities for

horticultural therapy and lifelong learning among the participating seniors, as well as a place for outdoor relaxation and enjoyment. Each summer, residents and staff at these facilities report increased butterfly visits to these new gardens.

In 2010, the Senior Habitat Gardening Program added three more butterfly garden sites to the community: Clear Creek Care of Westminster, Northglenn Heights and Sunrise Senior Living of Boulder. In addition to the three new gardens, the program was also recognized with the Citizen/Community Award from the Colorado Alliance for Environmental Education. We hope to continue to grow the Senior Habitat Gardening Program so that additional partners can benefit from it, and so that we can expand our garden programming and support the care of the gardens for years to come.





# Regional Community



The Butterfly Pavilion’s mission is “to foster an appreciation for butterflies and other invertebrates while educating the public about the need for conservation of threatened habitats in the tropics and around the world.” Advocacy of sustainability and respect for all forms of life are at the heart of our organization. Our vision is to become the premier invertebrate education and research center in the nation, and to promote sustainability through hands-on experiences and learning.

We are committed to carrying out our mission and our vision with social responsibility in mind. We believe in the concept of conscientious capitalism, and we measure our success by the positive impact we make – locally and globally – on social, ecological and economical levels. We accomplish these tasks through conservation, education and research. We integrate the triple bottom line philosophy, which considers people, profit and the planet equally to keep human systems in balance with natural systems, while at the same time teaching visitors about sustainability through the following efforts.

## Local Conservation Projects

We know the importance of local conservation, and we accomplish it through a variety of efforts and innovative programming such as our Senior Habitat Gardening Program, our Citizen Science projects, our outreach programs and our on-site events, which continue to positively influence our local communities. We serve as a resource in the community on the development of native plant habitats that emphasize the local ecology and animal life. We provide training for the Habitat Stewards volunteer program and provide opportunities for families to learn firsthand about the importance of land conservation and habitat development.

## Research Efforts

The Butterfly Pavilion is leading the way in invertebrate research and is currently the only zoo dedicated to studying and breeding the world’s endangered tarantula populations. Our Captive Tarantula Breeding Program has experienced tremendous success in its short lifespan, with several successful breedings in the last two years, including the first ever Sugar City Brown tarantula breeding. The program has already begun to have an impact on the tarantula trade and is decreasing the need to remove species from the wild. Soon, the Butterfly Pavilion will publish papers documenting our tarantula growth study, providing vital information for scientists about tarantulas.

# Global Community

## Butterfly Farming

By purchasing butterfly chrysalides from butterfly farmers in the tropics, we support sustainable agriculture in rainforests worldwide, preventing deforestation and habitat loss and providing a sustainable economy for local communities. Since 1995, we have invested an average of \$80,000 per year in international butterfly farms in tropical rainforest habitats around the world, including farms in El Salvador, Costa Rica, Ecuador, Suriname, Kenya, Australia, Malaysia, the Philippines and China. In the past two years alone we have contributed \$155,430 to butterfly farmers, which helped protect vital habitats for species like the Common Green Birdwing butterfly that is currently on the endangered species list.

## Adopt-A-Butterfly Program

The Adopt-A-Butterfly Program provides an opportunity for Butterfly Pavilion friends to actively support our conservation efforts both locally and globally. Butterfly farmers encourage the growth of rainforest plants to raise their caterpillars and attract butterflies, thus keeping rainforest areas intact. This practice helps to promote sustainable businesses in tropical regions by using the land to raise butterflies instead of relying on less sustainable, resource-intensive



practices. Because habitat destruction is one of the greatest challenges facing our planet in the 21st century, it is incredibly important to provide a way for people to support rainforest protection. Half of all profits from this program go to support habitat conservation at the Spirogyra Butterfly Farm; the other half is used for local conservation projects such as open space restoration. Each year, a different butterfly farm is chosen to be part of the program.



Impact of the pavilion





6252 West 104th Avenue  
Westminster, CO 80020  
303-469-5441

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



Citizens of the  
Scientific & Cultural  
Facilities District

*Making It Possible.*

