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# INTERNATIONAL WOLF

A PUBLICATION OF THE INTERNATIONAL WOLF CENTER  
WINTER 2014



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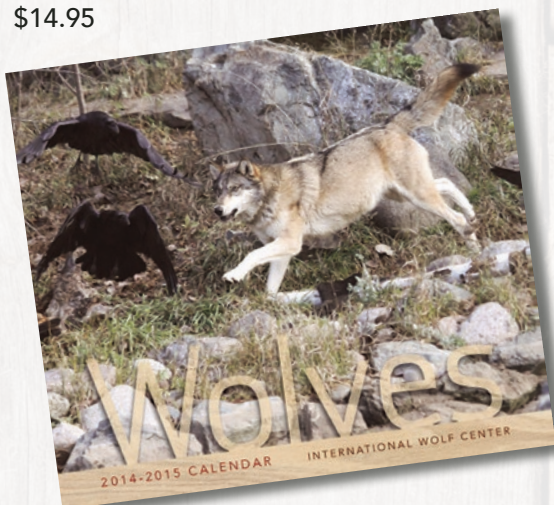


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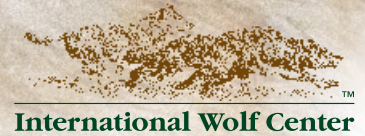


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# INTERNATIONAL WOLF



VOLUME 24, NO. 4

THE QUARTERLY PUBLICATION OF THE INTERNATIONAL WOLF CENTER

WINTER 2014



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## From the Tracks of a Wolf

By tracking wolf OR-7 for a month, a Wild Peace Alliance team consisting of a storyteller, wildlife tracker, documentary filmmaker, educator, multimedia producer and conservationist aimed to stimulate conversations about wolf recovery and learn from the people of the land firsthand about their experiences living close to wolves.

*By Galeo Saintz*



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*By Robin Whitlock*



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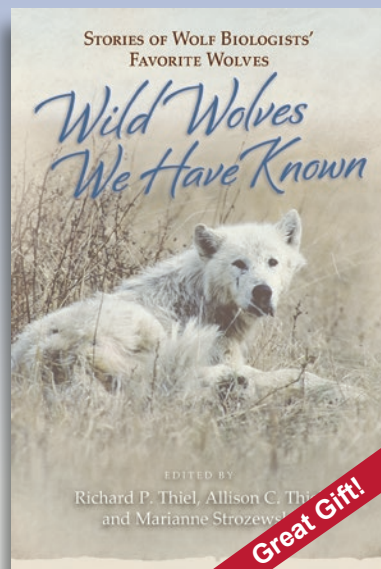
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# From the Executive Director

## Understanding Leads to Compassion

In this issue of *International Wolf*, we're excited to share the story by Galeo Saintz of Wild Peace Alliance's 1,200-mile (1,931-kilometer) expedition to retrace the footsteps of OR-7 on his epic two-year journey, becoming the first known wolf in California since 1924.

Just a few years ago, opportunities like this were not possible. With remarkable advances in technology, scientists and the public are able to track the exact movements of wolves, providing tremendous detail about how they live and the challenges they encounter.



Rob Schultz

These new insights are bridging the differences between how scientists and the public have historically looked at wolves. While researchers study the population as a whole, stories of individual wolves (such as OR-7 and Yellowstone's legendary '06 Female) ignite the public's imagination, curiosity and compassion and motivate us to think about how to better coexist with wolves.

This information also demonstrates how close we can live to wolves, often without knowing so. How many wolves without GPS collars have made journeys similar to OR-7's into California and other states? How closely do our paths cross each day? This story reminds us that the news we hear about wolves almost always centers on the few that cause problems, rather than the many more that don't.

Collared research animals such as OR-7 are critical links in helping researchers better understand wolves and essential in finding effective solutions for our coexistence. Their lives include all of the ingredients of a blockbuster movie: incredible journeys, stories of challenge and perseverance, and as we've seen in this latest chapter of OR-7's life, some courtship and the excitement of pups.

There's no doubt that while we know a lot about wolves, stories like these help us understand we have so much more to learn. We hope you enjoy the story and form your own meaningful perspective. ■



Rob Schultz, executive director

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A close-up photograph of a human hand, palm down, resting on a snowy surface. The hand is positioned to the left of a large, dark, muddy wolf paw print. The snow is white and textured, with some dry pine needles and small twigs scattered around. The title 'From the Tracks of a Wolf' is printed in a large, dark blue, sans-serif font in the upper right corner.

# From the Tracks of a Wolf





# Reflections from the Wild Peace Alliance's Wolf OR-7 Expedition

*Sunrise over the Zumwalt Prairie in Wallowa County, Oregon, part of the home range of OR-7's natal pack.*

By GALEO SAINTZ

Photographs by DAVID MOSKOWITZ

The tracks were big. Even in the snow, the unexpected size of a fresh wolf track took me by surprise. The excitement shared by the team was wild. Jackets and beanies came off despite the cold, and some of us got up close by lying flat on the snow to see the tracks more clearly in the light slanting through the trees. The tracks led directly downstream toward Oregon's Imnaha River, which we had just crossed, and in the direction of our camp from the night before. We were clearly not alone in the woods, and we had not expected to be. The day before, bear tracks met us at the start of the planned 1,200-mile (1,931-kilometer) expedition that lay ahead. A herd of elk grazed outside our camp in the evening, and now on the second day, our first sighting of the presence of a wolf. No ordinary journey awaited.

Challenging the elements day in and day out on foot or on bicycle in an attempt to understand the challenges faced by wolves in the 21st century is all well and good. It becomes a different story, however, when the route you are following is the approximate GPS line taken by one wolf in particular, Oregon's much documented OR-7, which had worn a global positioning system (GPS) collar that sent his precise locations to a satellite that then relayed these locations to biologists. Over the past three years OR-7 had dispersed from his natal pack in northeastern Oregon to southwest Oregon, down into California and

back to Oregon. He had received more media attention than any male wolf in the United States as his long travels had been broadcast around the world and on the Internet. His story is a beacon of hope for wolf recovery, but it is also a tale of how collaboration can lead to coexistence with carnivores across a landscape diverse, not only in plants and animals and uses but also in opinions, livelihoods and points of view.

## Talking to locals

For the next month our small Wild Peace Alliance team consisting of a storyteller, a wildlife tracker, a documentary filmmaker, an educator, a multimedia producer and a conservationist, aimed to stimulate conversations about wolf recovery and learn from the people of the land firsthand of their experiences living close to wolves.

"Oh, I saw that lone wolf alright," said the first ranch manager we encountered north of Durkee. "He came right through here. Good thing he kept moving." Dressed in classic cowboy attire, with leather chaps, bolo tie and heavy belt, the rancher might have been from another century if it weren't for the four-wheeler he sat on. As a man of the land, he gave us good advice to stay away from the road edges because goathead thorns were trouble for his cattle dog and would be for our bike tires, too. The land south of the Wallowa Mountains is dry and sparsely populated, but long-abandoned schoolhouses testify to a time

when it was otherwise. Great herds of cattle, wildflowers and endless views of white peaks stretched across the northern horizon, but short grassland, in my view, gives little cover for a wolf—maybe that is why he kept moving.

The expedition mission was clear. To achieve it we set out to meet and interview as many people as we realistically could while following the GPS track of OR-7. An opportunity to interview wolf biologist Russ Morgan, from the Oregon Department of Fish and Wildlife, and the man who collared OR-7 on a cold February day in 2011, gave us insights into the science behind monitoring wolves and managing their impact on surrounding communities, both tacit and psychological.

The psychological role wolves tend to play in our relationship with them is influenced by centuries of stories and myths. Over millennia humans have made some unfortunate choices with severe impacts for our own survival and that of others—choices and actions taken either out of ignorance



*Interview with Joe Whittle, resident of Wallowa County, Oregon.*



## To Walk in the Wake of a Wolf

by Galeo Saintz, written on second to the last day of the wolf OR-7 expedition.

To walk in the wake of a wolf  
is to walk into the silence of stealth  
and the feast of fearlessness,  
it is to fight for yourself and never  
forget the pack.

To walk in the wake of a wolf is to know  
the difference between greed and hunger,  
between the villain and the hunter,  
it is to taste unforgiving wildness and  
the loyalty of kin,  
to breathe the spirit of a howling chorus  
and to remember what it means to  
stand alone in the forest and cry out.

The tracks of a wolf are the tracks  
of a brother waiting for you  
to find the old bond of blood  
in a land where ground is  
the only common ground.

To walk in the wake of a wolf is to see yourself  
in the shadow of the moon as a rogue  
always on the run,  
it is to know where you belong,  
and to know before the wind speaks  
where opportunity lies,  
where the secrets of survival are  
hidden in the night  
ready to reveal themselves only  
in your dreams.

It is to listen to the fierce desire to be  
who you are in the world  
and to be it fiercely, loyal  
to your name and ready.

To walk in the wake of a wolf  
is to know the world is still wild  
and that you belong in it  
as much as the wolf.

The OR-7 expedition team: David Moskowitz, Galeo Saintz, Jay Simpson, Michelle van Naersson, Daniel Byers and Rachael Pecore.



Lone Wolf Peak in the distance with Galeo Saintz trudging through snow to a saddle in the Cascade Mountains.

or fear. Thankfully, we sometimes also have the capacity to learn from our mistakes before it is too late. The wolves of the Pacific Northwest may be a case in point. Their recovery over the past few decades, I would argue, could have much to do with a better understanding of the facts, relying more on science and case studies than on fear or exaggerated stories. Wolves, we have discovered, have a tendency to be on the receiving end of many of our own internal projections and prejudices while also being a convenient scapegoat. Wolves are a species that directly competes with us, as do most carnivores, particularly when one's livelihood is dependent on ranching.

A rancher and his wife, both cut from a different cloth, befriended us during the expedition. Responsible for the wellbeing of over 50 head of Wagyu cattle, they were interested in the numbers. "What percentage of my herd can I expect to lose to wolves should they return or settle nearby?" they asked. "Is it 2 percent, maybe 3 percent? That much we can probably handle, but if it's closer to 10 percent, then we have a problem." The ranchers were hungry for more information; they were excited about the many tested nonlethal methods

of managing predators in a productive landscape and also in the benefits that wolves could bring, like controlling the elk population and keeping elk on the move and away from their hay fields.

This is just one example of the many different kinds of conversations and discussions we had along the way and around the campfire at night. It was these types of encounters that were at the heart of the expedition. By creating a documentary film, we hope to share many of these insights and interviews with a broader audience and keep the conversation alive as to how we can foster deeper coexistence, not only with wolves but also with coyotes, mountain lions and bears.

## Lone Wolf Peak

Crossing wilderness, national forest land, and other public lands, OR-7 followed, from what we could tell in





Herd of elk in the upper Imnaha River canyon, Eagle Cap Wilderness, Oregon.

Hurricane Creek and Sacajawea Peak in the Eagle Cap Wilderness, Wallowa Mountains, Oregon.



Left: Strawberry Mountain Wilderness

retracing his route, a line that was determined by both opportunity and what wolves prefer as habitat. Who knows what drove him across the vast scrub deserts of central Oregon or along the edges of the Cascade Range. Was it the search for a mate? Maybe, but certainly not all of the time. Was it to find a wolf haven filled with wildlife or sheep and cattle to eat? It turns out it was neither. OR-7, from what we could stitch together, was simply being an ordinary wolf, eking out a survival in a landscape recently unfamiliar with wolves. He had no ill intent to kill cows or willfully destroy sheep. There is no documented evidence that he preyed on any livestock during his nearly two-year sojourn in southern Oregon and northern California.

It was a fresh morning high in the Cascade Range when we noted on our map a small peak named Lone Wolf. The name struck me. Why was it called that? In times past was there a lone wolf that resided here? Who knows what the true stories are behind many of the names on maps? I was intent though to summit Lone Wolf Peak and see for myself. I left my team on the contour path we were following, dropped my pack and headed straight up a snow-covered slope, winding my way through giant burnt pines. After a short but vigorous push, I topped out on a small peak above

the tree line to encounter an endless view into the Rogue River basin and the Siskiyou National Forest. It was a pivotal moment for me to see how far we had come over the past weeks and to appreciate the vastness of the land we were roaming through. If there was anywhere in the region that could harbor a wolf I thought, this was it. As it turned out I found myself on the edge of what is currently confirmed as OR-7's new home range.

From the start, our expedition was filled with unexpected coincidences and synchronicity. On the very first day as we headed out to start our quest, news broke that our lone wolf was no longer a lone wolf; he had found a mate. The natural question of pups arose immediately, and for weeks our team wondered if pups would be around. After taking in the view atop Lone Wolf Peak, I turned and headed back to the rest of the group. My teammates were all smiles. While I was away, they had found cellphone coverage and among the messages was the breaking news that OR-7 and his mate were confirmed to have at least two pups.

But this news changed everything. It is one thing for landowners and farmers to be tolerant of a lone wolf. It is another thing to have a pack of wolves in their backwoods. I wondered how the story of OR-7 would continue. We followed an ordinary wolf, a wolf whose story could have remained unknown were it not for the GPS collar around his neck. His journey was testament to the progressive and collaborative efforts of many different role-players in Oregon,

who came together to forge an effective statewide wolf management plan. Here is a state that is working hard, sometimes willingly, sometimes with resistance, but as a collective it is making headway in doing things in a manner that benefits the many different species living on the land. That OR-7 managed to complete such a far-ranging dispersal without being killed or injured is as much a testament to his own skills as it is to the willingness of landowners to coexist with carnivores.

Science and monitoring can teach us much, but getting out there, bracing against elements, retracing the route of a wolf, not on Google Earth but on the ground, through the forests, across the scrub lands, over peaks and along valley catchments, gives us a different insight into a species that is both intelligent and savvy, a species that deserves to be back in the woods of southwestern Oregon and northern California and a species whose wellbeing is a reflection of our own.

Living with wolves changes everything about how we live with the land and with ourselves. That much we learned by walking in the wake of OR-7. ■

*Galeo Saintz is the founder of the Wild Peace Alliance, a global collaborative platform of independent conservationists and organizations working to transform human-wildlife conflict where it occurs with wild species and wild places. He is a conservation adventurer based in Africa, a co-founder of Africa's longest mountain trail, the Rim of Africa, and chair of the World Trails Network.*





Mexican Wolf Interagency Field Team

# The Mexican Wolf/Livestock Coexistence Plan: an Innovative

By SHERRY BARRETT  
and SISTO HERNANDEZ



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# Solution

Some of the most effective recovery efforts for endangered species have come from innovative ideas developed by local people. For the Mexican wolf, we recognize the importance of involvement from those in Arizona and New Mexico who live and are involved with the Mexican wolf every day. Recently, a group of local people most affected by wolves came together to work with others who are concerned with the wolves' recovery to develop a new paradigm for addressing wolf-livestock conflicts, one of the most significant impediments to Mexican wolf recovery. The result is an innovative program that has the potential to resolve a long-standing conflict between ranchers and conservationists.

The new plan avoids the problems of traditional compensation programs, which too often involve both dead livestock and dead wolves. Instead, payments are based on the presence of wolves, successful pup recruitment and the use of conflict-avoidance measures, as well as affected livestock. The payment is both a recognition that wolves can have a negative financial impact on livestock producers, and that wolf recovery represents public values related to the recovery of endangered species and ecological processes.

Unlike most species protected under the Endangered Species Act, the Mexican

wolf is not endangered by loss of habitat or competition with nonnative species. Instead, the Mexican wolf was extirpated in the wild as part of federal, state and local anti-predator campaigns resulting from conflicts with livestock as settlers moved west across the United States in the early to mid-1900s.

Since 1998 when Mexican wolves were reintroduced to the wild, approximately 80 percent of their diet has consisted of elk, but Mexican wolves also depredate livestock. Compensation programs for wolf depredations have been contentious due to the problems of determining the causes of livestock





©Stockphoto.com/Phil Augustavo



Mexican Wolf Interagency Field Team



Arizona Game and Fish Department

deaths and missing livestock. In the rough and remote areas of Arizona and New Mexico, the cause of death can be difficult to identify by the time livestock carcasses are found, if they are found at all. Dr. Benjamin Tuggle, Southwest regional director of the U.S. Fish and Wildlife Service (USFWS), envisioned that the development of a solution to Mexican wolf-livestock conflicts and the economic consequences to livestock producers that accompany Mexican wolf reintroduction could be crafted by a local group representing divergent views and expertise.

In 2011 Tuggle appointed the 11-member Mexican Wolf/Livestock Coexistence Council—volunteers rep-





representing livestock producers, tribes, environmental groups and counties—to identify solutions and direct the disbursement of the Mexican Wolf/Livestock Trust Fund. The fund is administered by the nonprofit National Fish and Wildlife Foundation through an agreement with the USFWS signed in 2010.

After three years of difficult but productive discussions, the Coexistence Council developed the Mexican Wolf/Livestock Coexistence Plan, which was released in March 2014. This innovative plan is founded on a goal of viable ranching, sustainable populations of Mexican wolves and healthy western landscapes. The plan includes a three-pronged approach of payment for pres-

ence of wolves, funding to implement proactive measures to reduce conflicts between Mexican wolves and livestock, and compensating ranchers for livestock killed or injured by wolves.

Payment for Presence of wolves, the main component of the plan, has not been tried before in the United States. These payments recognize the costs incurred by livestock producers affected by Mexican wolves. In addition to documented losses from wolf depredations, livestock producers can also incur costs from undetected depredations, changes in livestock behavior and management operations implemented in response to wolf presence. Changes in livestock behavior can result in reductions in livestock weight gain, reproductive rates, and meat quality, and changes in management operations can mean increased costs tied to managing wolf-livestock interactions.

Under Payment for Presence, the Coexistence Council will annually disburse available funds to qualified livestock producers who apply to the program, based on a funding formula that provides points depending on:

- whether the applicant's land or grazing lease overlaps a Mexican wolf territory or core area (e.g., den or rendezvous area);
- the number of wolf pups annually surviving to Dec. 31 in the territory, recognizing that survival of wolf pups is not dependent on the livestock producer (a bonus point for each pup);
- the livestock producer's implementation of proactive conflict-avoidance measures; and
- the number of livestock exposed to wolves.

The plan also encourages the use of proactive measures, such as range riders, fencing and supplemental feed for livestock, to reduce the likelihood of wolf-livestock conflicts. Defenders of Wildlife and the Mexican Wolf Fund are members of the Coexistence Council and have been instrumental in assisting

livestock producers in developing and funding voluntary proactive measures most effective for a particular ranch. In addition, the Coexistence Council will continue to provide depredation compensation for confirmed livestock deaths or injuries caused by Mexican wolves to livestock producers who are not receiving Payment for Presence.

The Coexistence Council is seeking funding from private and public sources to implement this innovative program. At its current level of funding from the Federal Livestock Demonstration Program (\$120,000 in Arizona and \$70,000 in New Mexico), the council is unable to fully offset the economic losses from Mexican wolves to affected livestock producers.

Nationwide, polls consistently show that the majority of people in the United States support wolf recovery, whereas local communities in the reintroduction area are often opposed due to economic impacts. This program gives the people who support wolf recovery the opportunity to engage in the recovery effort by helping to offset the economic costs to livestock producers.

The Coexistence Council, the USFWS and other supporters are excited to roll out this new program. While it is not yet fully funded, we believe that it represents a new approach in addressing impediments to Mexican wolf recovery by promoting viable ranching, sustainable Mexican wolf populations and healthy western landscapes. With adequate funding, we're hopeful that the new plan will not only help us better address local issues related to Mexican wolf recovery but also serve as a successful model to help resolve human-wildlife conflicts in a variety of other settings. ■

*Sherry Barrett is the Mexican wolf recovery coordinator for the U.S. Fish and Wildlife Service. Sisto Hernandez is chair of the Mexican Wolf/Livestock Coexistence Council and the range specialist for the White Mountain Apache Tribe.*



For more information on the Coexistence Council and the Coexistence Plan, go to [www.coexistencecouncil.org](http://www.coexistencecouncil.org).



# Shadows of the Wolf

By ROBIN WHITLOCK



More than 200 place names in the British Isles might be associated with the former habitation of the Eurasian wolf (*Canis lupus lupus*). However, some caution has to be exercised here as correct identification of these place names is not always easy.

The Eurasian wolf, also sometimes known as the common wolf or Middle Russian forest wolf, is a subspecies of the gray wolf (*Canis lupus*). It was prevalent throughout Britain and Europe in ancient times and is the largest of the gray wolves. It has long since been extinct in Britain but is still common in some parts of the Eurasian continent, albeit after having recovered from serious decline during the 1950s. Having recolonized Sweden in the late 1970s, these animals have since spread to Norway, but even so, their numbers are still relatively small

with only an estimated 350-400 animals across both countries. Populations in Poland are much larger at an estimated 800-900 animals, and from there they have spread to eastern Germany where about 14 packs live. The largest populations are in Romania and Spain, where they number around 2,000 animals in each country, and populations also inhabit the Czech Republic, Albania, Greece, France, Italy and elsewhere.

## The evidence

As for wolves in Britain, the best source of information regarding evidence of their former occupancy through place names is a study by C. Aybes and D. W. Yalden entitled "Place Name Evidence for the Former Distribution and Status of Wolves in Britain," published in the *Mammal Review* in 1995, an excerpt of which is mostly

only accessible through the *Wolfology* website with the journal article itself being subscription only.

Most of these place names derive from the Old English *wulf*, which in Old Norse is *ulfr*. Sometimes this can cause confusion, as in the case of Owlunds, which is popularly believed to relate to owls. However, it actually derives from Ulvelundes, from the Old Norse *ulf* (wolf) and *lundr* (grove), thus a grove of trees where wolves are found. The Old English root words can be dated to 450 onward, while Old Norse roots appear beginning around 900. Most of them are found in northern counties such as Cumberland, Westmoreland and West Yorkshire, areas with extensive upland areas, forming ideal habitat for wolves. Eastern counties, such as Huntingdon, Norfolk and East Yorkshire, don't have any wolf-related place names because they are predominantly lowland areas. Furthermore, most of the wolf-related place names are associated with wolf pits, which at the time was the most common method of trapping the animal. Others recall locations used to look out for wolves, such as Great Wolford (from the Old English words *wulfa* and *weard*). Other places were named after locations where wolves could be seen playing, thereby giving rise to Ulfeldock, Ullock Moss, Ullock Mains and Wooloaks. Wolborough, Woolacombe and Wooladun derive from *wulfa beorg* (wolves' hill) *wulfa cumb* (wolves' valley) and *wulfa dun* (wolves' hill), respectively.

Celtic place names relating to wolves are harder to identify, predominantly because of the way the Celtic peoples were driven into wilder upland areas by the incoming Anglo-Saxons or mixed into Saxon communities adopting the English (*English*) language. However, in Scottish Gaelic there is the anglicised term "maddie" or "moddie" as in Drummodie (wolf ridge) and Craigmaddie (wolf rock). The strict translation of this word is "dog," but Aybes and Yalden point out that the more common term for dog



in Celtic languages was *cu* or variants thereof, as can be seen in the name of the Irish hero Cú Chulainn (Hound of Culan). In addition there are also the terms *madadh allaidh* (wild dog) and *breach*, the latter giving rise to Tarbreaoch (wolf ground), Braco/Breagho (wolf field) and the Irish *breach mghagh* (wolf fields). There is also the word *fael*, which occurs in Feltrim (wolf hill) near Dublin.

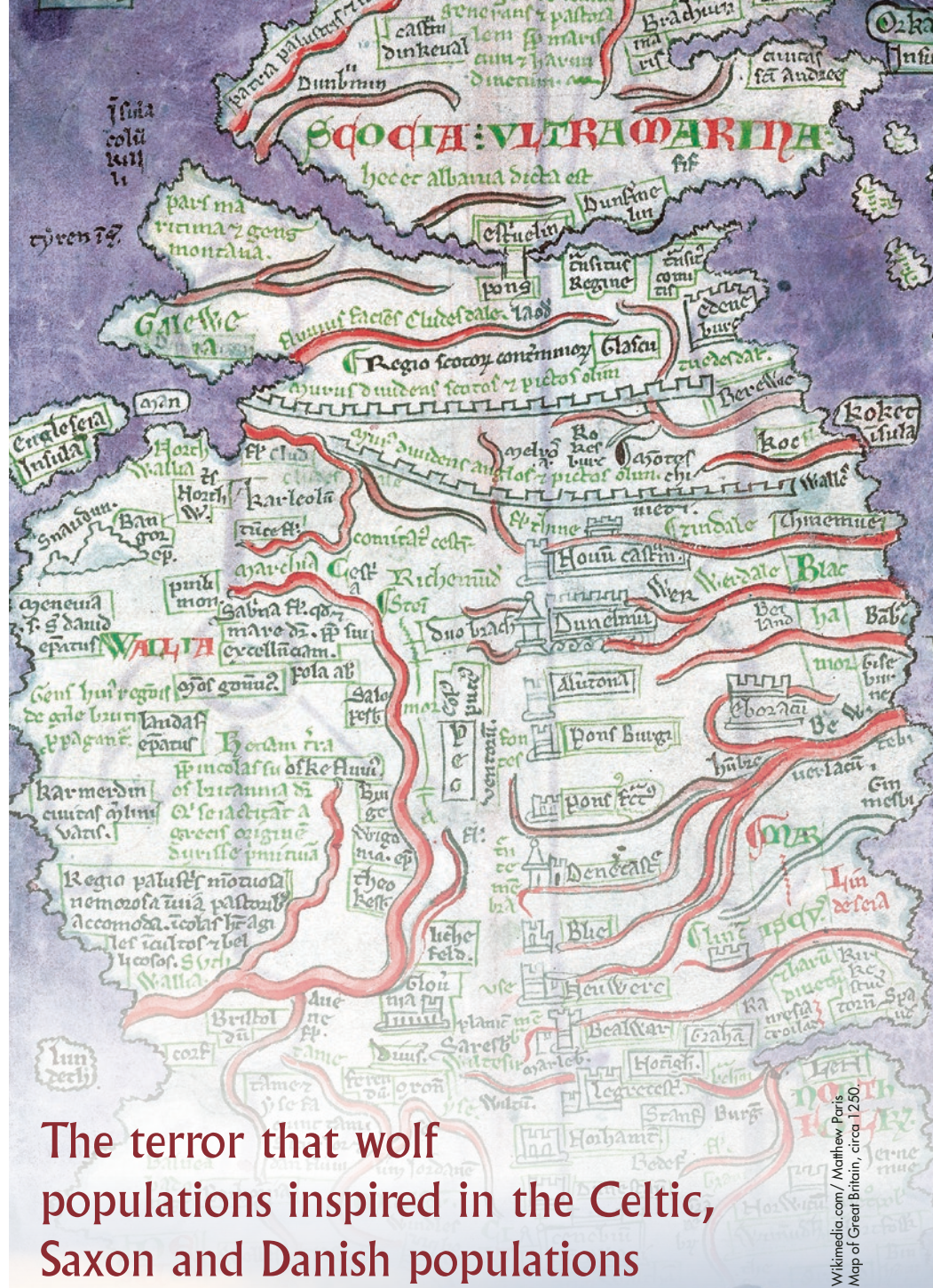
Welsh place names referring to wolves occur either as derivations of the Old English *wulf* or the Old Welsh *bleidd*, while Cornish has *bleit*.

### Fears of reintroduction

The terror that wolf populations inspired in the Celtic, Saxon and Danish populations of the British Isles has left its mark on the landscape long after the animals themselves disappeared, something that was only finally achieved on the British mainland, in Scotland, in 1684 when Sir Robert Sibbald declared them extinct. In Ireland they may have survived until 1700 to 1720, but certainly no later than that.

Suggestions of reintroducing the wolf into Britain in recent years have caused controversy, particularly among farmers, and for the same reasons those ancient communities would have given for driving wolves out. However, those in favor of their reintroduction point out that the fear of wolves may be greater than the actual risk, particularly in modern times when more efficient means of protecting livestock exist. Britain in many ways is still a wild country, but it is lacking something in that wildness without the wolf, one of its most ancient inhabitants. It would therefore be nice to see wolves return to that landscape, in a somewhat restricted sense at least. ■

Robin Whitlock is a British freelance journalist with a keen interest in environmental issues and natural history. He has been widely published in a variety of UK magazines and lives in Somerset in southwest England.



The terror that wolf populations inspired in the Celtic, Saxon and Danish populations of the British Isles

has left its mark on the landscape long after the animals themselves disappeared.





# Tracking the Pack

## Management Discussions Include Winter Tension

by Lori Schmidt, Wolf Curator

When the Wolf Care staff starts preparing for the winter season, discussions about the possibilities of wolf rank-order changes inevitably occur. Wolves are most active in winter, and wolves in captivity tend to increase their dominance displays then while keeping a keen eye on each other for vulnerabilities. We have been through it before. Every time we introduce new pups to the exhibit, we experience the

dynamics of pups maturing to yearlings and yearlings maturing to adults. One member of the Wolf Care team is tasked with being prepared for and adapting to any situation that arises. It's my job as curator to provide insight to the team about key behaviors that might indicate a brewing issue and the management techniques that can be initiated.

Last winter, Luna and Boltz, both yearlings, tested the rank order a bit.

These tests were quickly and decisively ended by a hard muzzle bite and pin to the ground by the dominant leader, Aidan. Aidan showed dominance to Boltz in the male rank order, and Boltz didn't have the confidence to push it any further. Once the rank is set, it's been our experience that maintenance of the rank order is as much psychological as it is physi-

cal. Aidan was decisive, and he set the tone of the pack dynamics. The power of that dominant energy seems to have kept Boltz subordinate through adulthood, but how long can that last?

This winter, Boltz is maturing into a 3-year-old male. Aidan is still strong and even more decisive in his dominance as a 6-year-old male. Although Boltz is younger, faster and definitely more agile, Aidan still has the psychological advantage. Unless there's something that makes Aidan vulnerable, we believe he will maintain his rank similar to how Shadow did after the introduction of the 2004 and 2008 litters. We know that eventually Aidan will age. But with our management plan of obtaining pups every four years, the 2016 pups will be here soon enough to take the focus off the old and put it on the new. By the time the 2016 pups go through their yearling status into adulthood, Aidan will be 10-years old and likely settled into retirement. At least that's the way it looks in the management plans. The one thing about wolf management plans, though, is the wolves never read them.

If you are interested in getting some "close and personal" updates on the dynamics this winter, check out our Web site and register for one of our webinars, live from the wolf enclosure. ■



*Left: Aidan displays confidence with a raised tail posture and his ears pricked forward.*

*Upper left: Boltz displays a subordinate posture, with his tail low and his ears back and turned sideways.*

Photos by Don Gossett



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## Member Profile

### Young Member Already Committed to Wolves

by Darcy Berus, Development Director, International Wolf Center

The letter at right is from one of our young International Wolf Center members, Jacob Tepsa, a seventh grader from Altoona, Wisconsin. He is the youngest of five children and has participated in several programs at the Interpretive Center in Ely, Minnesota, including a Wolf Trek Bus Trip in 2013 and a Wolf Watch program in 2014.

He absolutely loves wolves. He studies them, wants to be a wolf biologist, and hopes to work at the International Wolf Center when he grows up. "Wolves are part of my life, and I have found so many awesome things about wolves," says Jacob.

He is starting a wolf group at his middle school to help teach other kids about wolves and is looking forward to having a WolfLink program in his classroom later this school year.

Go to page 26 to see the puzzle Jacob created for the Wild Kids section and the ethogram vocabulary words he highlights in this issue of *International Wolf*. ■

Hi. My name is Jacob Tepsa, and I am 12. In 2011, I really became interested in wolves, so I was checking out the International Wolf Center Web site, and I asked my mom if I could go. At the time I was at my grandpa's house in Duluth, so it wasn't that far away. I was so excited. I could barely wait! When I got there it was so amazing, and I loved seeing all the wolves. Then I learned more and more about wolves, so I kept going to the International Wolf Center. When I get older, I plan to go to college and get a career as a wolf biologist. I love going to the International Wolf Center, but there is one favorite time I went to the Center.

My most favorite time was during a program called Wolf Watch. I was there July 3-4, 2014. On the Wolf Watch program you get to learn about ethology, which is the study of animal behavior. Since we were at the International Wolf Center, we were learning about wolf behavior, which is so fascinating. When you see a wolf just lying down, you think the wolf isn't doing anything, and it's boring because you want to see action. Did you know there is some action if you know about the behaviors of wolves?

Look at the picture of the wolf doing a chin rest (next page). This chin rest is a behavior. Every time you see a wolf, it is doing a behavior. It is exciting. You just need to know about it. Wolves have lots of action if you know about wolf behavior, so it's not boring at all. I know some of you guys want to see jaw sparring or the wolves growling at each other, but don't just look for that. Look for the other behaviors of the wolf. It is interesting!

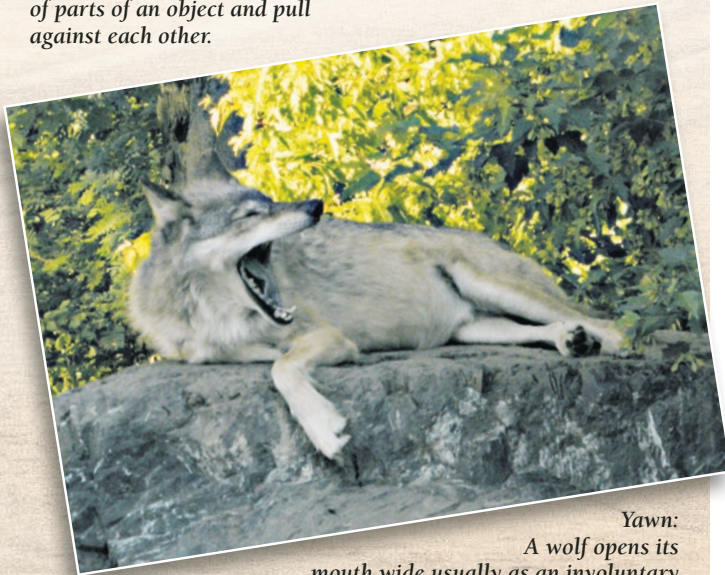
The Wolf Watch program also includes an overnight stay, and you get to wake up to the wolves howling!



## Jacob's photos taken at the Wolf Watch program



*Tug-of-war: Two wolves take hold of parts of an object and pull against each other.*



*Yawn: A wolf opens its mouth wide usually as an involuntary reaction to fatigue, boredom or a response to stress.*



*Chin rest: A wolf rests its chin on another wolf to show dominance.*



International Wolf Center

## Volunteers, Members and the Public: A Fair Combination

Each year, for 12 days ending with Labor Day, the Minnesota State Fair becomes the gathering place for food, fun and highlights of the many activities the state has to offer. This year, the “Great Minnesota Get Together” set new records for attendance—and so did the International Wolf Center’s state fair booth. More than 13,500 people stopped by the Center’s booth to learn about school outreach programs, activities at the Interpretive Center in Ely, Minnesota, and to learn about wolves.

The Center’s state fair booth is largely driven by volunteers, from behind-the-scenes planning to staffing its 96 three-hour shifts. Hats off to the dozens of volunteers, especially to the energetic mother-daughter volunteer leaders Betty Magnuson and Jen Ell who make this event possible every year.

Volunteers engaged fair-goers in conversations by asking questions such as, “Have you ever seen a wolf in the wild?” or “Have you visited our Interpretive Center in Ely?” Kids loved choosing a bookmark with a photo of either Luna, Boltz or wolf pups and seeing the difference between their hand and a plaster cast of a wolf paw print.

To remember their visit, 1,226 visitors snapped a selfie and sent it to their email, Twitter or Facebook account resulting in a viral reach of 84,371.

Members who support the International Wolf Center make fun, educational outreach activities like the Minnesota State Fair booth possible. Thank you, members! ■



# Wolves of the World

## The Persistence of the Iberian Wolf

by James Howe



In 1896 when Spanish railway workers gouged a narrow trench through Spain's Sierra Atapuerca Mountains to join the mines of Sierra de la Demanda with Bilbao's steel mills, they found more than limestone. Unwittingly, they stumbled upon one of the most astounding archaeological sites of all time: a labyrinth of caves filled with the bones, tools and paintings of our earliest ancestors. Locked between countless layers of sediment, laid down like the pages of the world's greatest history book, were the secrets to almost one million years

of human evolution. Amid the bones of primitive man were those belonging to a myriad of evolving animal species including hyenas, European jaguars, lions and wolves. An estimated 850,000 years later, just one of these species remains—the Iberian wolf.

When conjuring up a mental image of wild roaming wolves, it's natural to bring to mind those in Canada and the northern parts of the United States. We picture them in the snowy wildlands of Alaska or amid the magnificent rocky peaks of Yellowstone National Park, all vast, primordial, undisturbed places. The Iberian wolf faces a very different world. These animals make their dens in cornfields and use flyovers to cross congested national highways. They eat sheep. They brawl with stray farm dogs and wander into villages from time to time.



Luis Calcada's son herding goats in the Cabreira Mountains of Portugal. Wolf attacks on livestock are common in this area.



Despite having gotten under the skin of human beings for countless generations, Iberian wolves have not merely managed to keep a claw hold on the Iberian Peninsula, they're also increasing. Almost extirpated in the 1950s and '60s, their population has more than quadrupled, from 400 in 1970 to the present 2,500. Packs have started recolonizing their former range, spreading from the northwest of the Iberian Peninsula toward Basque in the east and Madrid in the south. And everywhere they go, they ignite the fear, love and hatred of humans, as only a wolf knows how.

## A predator in the mountains

Luis Calcada works in the rugged Cabreira Mountains near the Portuguese village of Formigueiro. Each day he accompanies his goats on their long descent to the irrigated grazing pastures at the foot of the mountain. Asked how many animals he has lost to wolves, Calcada's reply is evocative: "As many as I have now." He currently has 150 goats. Calcada vividly describes the attacks he has witnessed in broad daylight and explains how a wolf will patiently tail a herd, waiting for its opportunity to cut out a straggler. He also tells of a close neighbor who had lost seven goats in one bloody killing spree just a fortnight prior to our conversation. Although such wolf damage is government-compensated, the paperwork can be drawn out for as long as a year, and compensation doesn't take into account the future economic impact of losses. As a result, farmers are inclined to take the law in their own hands and solve their wolf problems with strychnine-laced baits.

In a drive to protect the wolves against such vigilante justice, Portuguese wolf conservation association Grupo Lobo is working with shepherds to revive an ancient custom: the use of massive guarding dogs to protect livestock. This practice originated on the Iberian Peninsula as far back as 3000 BC. Now with the recent spike in wolf numbers, farmers are once again turning to these ancient breeds in an effort to keep the predators at bay. Placed with the livestock shortly after birth, the dogs form their primary



bond with the animals and will go to any length to protect them. Three years ago, Grupo Lobo gave Calcada a pair of the giant breed *Cão de Castro Laboreiro*. Calcada hasn't lost a single goat since. So pleased has he been with the efficacy of the dogs, he decided to keep a pup from their first litter and now takes the whole family as the herd makes its daily journey to the pastures

"It's really beautiful to have them. They're a big help. They just go along with the goats, and you don't need to worry about them," he said. "Before I got the dogs I would lose up to 15 goats a year. People told me 'you should take care of the wolf,' but I said 'no.' I'll never put poison down, because I don't like it. You should respect animals. I don't believe in killing wolves."

Biologist Silvia Ribeiro, who heads Grupo Lobo's livestock guarding dog program, spends most days driving in northern Portugal's remote, mountain-

ous wolf country. Although it had shaky beginnings, the program rapidly became more successful as herders witnessed for themselves the dogs' power to prevent wolf attacks. Today as Ribeiro travels from village to village to monitor the guarding dogs, she receives a steady stream of requests from shepherds.

"At the beginning I think the shepherds were suspicious," she said. "Every time we tried to speak to them about their wolf damage and their dogs, they'd say, 'No, I have enough dogs. My dogs are perfect.' But when we could convince them to take the livestock guarding dogs, they could tell the difference between their own dogs and the ones we were giving them. In some places where we've introduced the dogs, the attacks have just stopped. There are no more damages. And in other places they have stopped in 75 percent of the cases."

Grupo Lobo hopes to reduce the attacks to the point where wolves and



*“The Iberian wolf faces a very different world. These animals make their dens in cornfields and use flyovers to cross congested national highways. They eat sheep. They brawl with stray farm dogs and wander into villages from time to time.”*

farmers can live together with some degree of harmony. Livestock protection is an absolutely crucial ingredient in any effective wolf conservation strategy. A study on northern Portugal's Peneda-Gerês National Park, where domestic animals constitute a colossal 90 percent of the resident wolves' diet, found that almost half of the known wolf deaths come as a result of illegal shooting and poisoning. In areas where livestock predation is low, such as in the Montesinho Natural Park, wolves suffer almost no direct persecution from humans.

“In this area, the wolf has always lived here, so the people are used to wolves,” said Ribeiro. “Even if the shepherds are not that happy, they expect to have some damage.”

### Hunting the Iberian wolf

Sunrise over the Sierra de la Culebra, Zamora, and already three vehicles have crept up the gravel road and come to rest in the gloomy shadow of the plantation forest that cloaks the side of the ridge. An assembly of gray-haired nature buffs huddles around a stand

of tripod-mounted spotting scopes. The vast plain below, slowly emerging from its shroud of morning mist, offers perhaps the best possible chance of seeing a wild wolf in

Europe. As a result, nature lovers come from all over the world to be here. Today the tourists are a hodgepodge of English, Scots, Spaniards and an Australian; not overly busy considering the crowd can swell to more than 50 on a big day.

Ironically, this spot is also popular with hunters. Falling within the boundaries of the Sierra de la Culebra hunting reserve, it is one of several places in Spain where one can, with a permit, legally kill a wolf. A permit will cost as much as €15,000 (\$18,000), but the exorbitant price doesn't deter the hunters. In Spain, hunting is big business, roughly 200 wolf permits are auctioned off each year, and it's estimated that hunting in the Sierra de la Culebra alone brings in €150,000 (\$198,000) per year. Some of that money is recycled back into wolf conservation in the game reserves, justifying the legality of the hunt.

Alvaro Villegas, owner of Spanish hunting company Eurohunts, has been offering the Iberian wolf for 10 years. During that time, only three of his clients have managed to bag one. With many hunts ending in failure (permits are nonrefundable), Villegas believes the benefits outweigh the costs. “I think it's a good system,” he said. “The gamekeepers on the national game reserves control and keep a good wolf population, and we have very, very few permits to hunt wolves every year. During the winter when we do the driven hunt, we have



Young guarding dogs are placed with livestock to ensure they form a primary bond with the animals. This litter was born among the goats and will grow up to defend them against wolf attacks.





one permit in one big area. We have the possibility to shoot just one wolf. Sometimes we see one. Sometimes we see nothing. So it's not a guaranteed hunt.

Despite its relatively low impact, hunting remains highly controversial. In the cities, where people tend to be more sympathetic to wolves, Spanish environmental groups are vocal about their disapproval. Wolf biologist and Grupo Lobo director Francisco Fonseca believes wolf hunting takes a higher toll on wolves than is immediately evident. He said the removal of breeding wolves disturbs a pack's complex social structure and worries about the impact that feeding stations—used by rangers to encourage wolves to frequent certain locations—have on natural processes. “I do not believe that hunting a species can help to protect it,” he said. “To me, it's very difficult to understand that.”

Julian Sykes of Oliva Rama Tours, who runs wolf-watching trips to Sierra de la Culebra, believes properly managed wolf tourism could readily replace hunting as a means of funding the reserves. It's estimated that wolf tourism in Sierra de la Culebra brings in €500,000 (\$659,000) each year, more than three times the yield of wolf hunt-

ing. “If the local governments that run these reserves thought about it long term, they could do some good to both the wolf and people wanting to see it,” said Sykes. “They could make so much more money from this type of tourism.”

### The difficult road ahead

As with all large carnivores, the fate of the Iberian wolf is inextricably tied to the willingness of humans to tolerate its existence. While it enjoys absolute protection in Portugal and partial protection as a game species in Spain, the wolf continues to be the subject of human animosity and superstition. In remote corners of the peninsula, it is considered to be an evil creature with the capacity to inflict terrible curses upon those it encounters. Throughout its range, it is routinely shot, poisoned, snared, run over and displaced by forest fires, new highways and wind farms.

Yet still the wolf lives on. Its ongoing survival bears testament to the extreme adaptability of the species. As farmers abandon their land in the relentless urbanization of Spain, wolves reclaim their old territory, turning to domestic animals where natural prey is scarce. Wolves are able to tailor their diet to



©Shutterstock.com/solares

### The Iberian Wolf at a Glance

The Iberian wolf (*Canis lupus signatus*) is a subspecies of the gray wolf, which occurs sporadically across much of Europe and North America.

The Iberian wolf can be differentiated from its Eurasian cousin by the white marks on its upper lip and dark marks on its tail and forelegs. On average, adults are 140 centimeters (55 inches) from nose to tail tip, 70-80 centimeters (28-31 inches) tall and weigh 35-55 kilograms (77-121 pounds).

Spain and Portugal are home to almost 30 percent of Europe's wolves outside of Russia. Wolves are present in the northwest of Spain and in northern Portugal. There is also an isolated pocket of around 30 wolves in Sierra Morena in southern Spain and another population south of the Douro River in Portugal. The Spanish province of Castilla y León boasts the highest population and density of wolves.

Until recently, the Spanish government offered bounties for dead wolves and freely distributed strychnine to anyone who cared to use it. Legal protection in the 1970s halted the wolf's tumble toward extinction. Today, wolves are partially protected as a game species in Spain and completely protected as an endangered species in Portugal.



James Howe



*“An assembly of gray-haired nature buffs huddles around a stand of tripod-mounted spotting scopes. The vast plain below, slowly emerging from its shroud of morning mist, offers perhaps the best possible chance of seeing a wild wolf in Europe.”*

include locally available food; those living south of the Duero River in Portugal scavenge most of their sustenance from garbage dumps. Where prey density is high, wolves have an enormous capacity to breed—a pair may produce as many as 10 pups if conditions are right.

Perhaps more important, attitudes are beginning to shift. In regions where as recently as 40 years ago it was customary to drive wolves into giant stone-walled pits, then parade them proudly dead or alive through the village, towns are starting to build high-budget, wolf-tourism centers. According to Fonseca, even the shepherds are mellowing in their hatred of wolves. “From the conversations I’ve had with the shepherds, they seem to be becoming more open to accepting the wolf,” he said. “They’re changing the way they see the wolf.”

One cattle herder in Figueruela de Arriba, Zamora, personifies this new-found tolerance. He speaks animatedly, almost affectionately, of an enchanting encounter he had with a wolf that trotted right into the middle of his cows without harming or panicking the herd. He seems surprised when asked whether he bears any ill feeling toward wolves. “The wolf is not a problem for us,” he said. “Here, they have many deer to feed on. They don’t bother the cows.”

He circles on a map the best places for me to go scope for wolves. “I very much like to see the wolf,” he said. He gives me a telephone number and email address, and asks me to send him a photo if I manage to have any luck. ■

#### For more information

Those interested in seeing the Iberian wolf can contact LLOBU ([www.llobu.es](http://www.llobu.es)), a Spanish ecotourism group with a fairly high success rate of showing people wild wolves, at [info@llobu.es](mailto:info@llobu.es).

*James Howe is a freelance magazine journalist and photographer. He covers a broad cross section of issues, ranging from human rights violations in Africa to cheese making. He has worked in such places as Botswana, Spain, England and Lord Howe Island, specializing in off-the-beaten-track style stories. He currently operates from Adelaide, Australia, where he lives with his wife and two children.*



with great surprise I realized what I was looking at; six sets of eyes were staring at me, only 100 feet away. And then, I heard a muffled half-bark followed by a deep, smooth, heavy sound rising into the air. None of the other wolves

# Personal Encounter

## The Wolf and I

Text and photos by Linda Nervick

I woke up in my off-the-grid cabin on Cedar Lake near Ely, Minnesota, with the weight still on me from the previous day's announcement that the 2014 John Beargrease Sled Dog Marathon was being cancelled. I had been affiliated with the race for a decade. The night before there had been a full moon, something I love, and I wanted to be at the cabin to take in its full glory. On my way to the cabin that October day, a reporter phoned, wanting to know why the race organizers had canceled the event in its 30th year.

I pondered our conversation as I paddled across the lake to the cabin. Lack of snow and organizational issues had recently plagued the 400-mile-long

(644-kilometer-long), late-January competition. The race takes mushers from Duluth, Minnesota, to the Canadian border and back and is a qualifier for Alaska's March Iditarod. Another writer called later that day, also to discuss the news. I moved to the cell phone hotspot in the moonlight so I could hear. The columnist, who knows me well, hinted that there was one person who could bring the race back to life: me.

But there was so much reorganizing to do. I had been away from the planning for two years. I was busy with a new job and had been paring my schedule, working on saying "no" more often to keep my life in balance. As my columnist friend kept pressing me to action that

night on the phone, I noticed my shadow as I perched on the exposed Canadian Shield rock. Later, I felt a shift in my mind as I mused about the conversation over a glass of Jack London cabernet.

The next morning, as I drove a familiar dirt road, I spotted it: a wolf. I tried to get a photo, but it darted away too quickly. Then it reappeared. I drove slowly as it trotted ahead down the road. It looked back at me. I felt it saying, "Follow me." We chugged along that road in unison for 10 minutes, with the wolf occasionally dodging into the woods that ran alongside, only to reappear. I felt wrapped in a spiritual connection with this animal. And it brought me the clarity I was seeking. I could do this.

### The encounter

By the time I got to the blacktop where I would make my way home to Duluth, still an hour away, it had started





to snow. Soon there was a whiteout. I pulled the car over and danced under the white pines, made a snow angel, and took pictures. The signs were clear to me now. Within hours, a group of people who refused to let the Beargrease race die, including me, frenetically started organizing what we believed would be the best race ever. News that the race was on, after its initial cancellation, spread around the racing world and received

wide attention in the general media, creating an energy one could feel.

The wolf had led the way, and I knew its impact in my soul. The Anishinaabe people who migrated to the Great Lakes region believe that their people are like

the wolf. One of their teachings calls for the need to have community and work together. John Beargrease, for whom the race is named, was an Anishinaabe, the son of a chief, born in 1858 in Beaver Bay, Minnesota. For 20 years he delivered mail by canoe and dogsled to small communities living on the rocky ledges of Lake Superior's North Shore. His reliability getting through with 700-pound (318-kilogram) loads every week in all kinds of weather helped stabilize the economy for the growing populations that lived there. He died in 1910 from an illness he suffered rescuing another mail carrier.

The community spirit that arose among the race organizers who worked to make the January 2014 race a success was a tribute to that Anishinaabe belief, and it shone as brightly as the moon did that October night. A few weeks after the race, I returned for another full moon at the cabin. The orb rose and made the fresh snow glisten as I drove in. Walking to the cabin, I came across a fresh set of wolf tracks. It provided the perfect closure to my experience. The future of the Beargrease race is secure. I made time and many sacrifices. There are callings, signs and messages that lead us to our destinies. I bless that wolf as it blessed me. ■

*Linda Nervick is the vice president of marketing partnerships and advertising sales at Lake Superior Magazine. She enjoys a little cabin in Ely, Minnesota, along with all the greatness that northern Minnesota has to offer. In her spare time, she coordinates the John Beargrease Sled Dog Marathon. In the winter you'll find her loving the north woods and reporting for [winterfun101.com](http://winterfun101.com).*



International Wolf Center





# A Look Beyond

## If Only Wolves Could Tweet

by Janet Hoben

Today's social media platforms afford wolf conservation organizations a powerful way to educate the public about wolves, inspire followers to take action, and raise funds for wolf recovery efforts. But how does the average wolf lover know where to turn for good social media sites?

The greatest tool in the arsenal of social media is Facebook. With Facebook, organizations can literally reach thousands of people with one post.

But what makes a good wolf conservation page? What makes a page worth visiting time after time?

Posts need to catch people's attention. Using a good photograph can make or break a post. The photograph is the first thing people see, prior to reading any message the organization is trying to convey. It's worth noting whether posted photos have been credited, an indicator of integrity and professionalism.

Look for a variety of messaging. If every post provides the same message,

people will quickly lose interest. A good Facebook page will have a mixture of posts conveying important news, posts that are educational, posts that are a call to action and posts that are fundraising in nature. And the page will include some posts that are just plain fun. People need a break from what at times can be less than positive news when it comes to wolves.

Page administrators should carefully monitor the page for feedback from their audience. Most reader responses probably will not require a return response from the organization, but some will, and administrators need to address them in a timely manner. Vulgar posts, or those attacking others, need to be removed quickly. People asking questions need to be answered. Be wary of pages that do not allow their followers to make comments. Social media provide a great opportunity for wolf organizations to interact with and educate their followers on a one-on-one basis.

Now it's your turn. Interaction is a two-way street. If you like a post, make sure to click the "Like" button, and let the organization know. Keep in mind that when it comes to Facebook posts, "Like" does not mean the post makes you happy. It means you think the post is worthy of your reading time. A good page will consider the responses of its audience when planning future posts. Even

*continued on page 28*





# Wild Kids



## Vocabulary

**Behavior** What an animal does—its reactions or actions under specific conditions

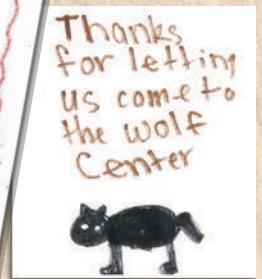
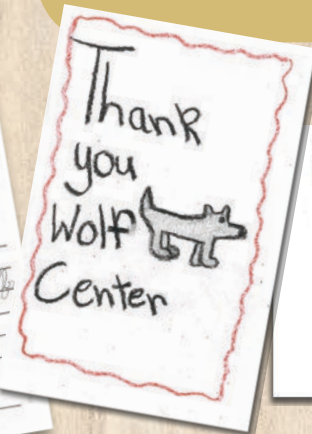
**Ethology** The study of animal behavior, usually focusing on behavior under natural conditions.

**Biologist** A scientist who studies living organisms, most often in the context of their environment.

**Ethogram** A catalogue or table of an animal's observed behaviors or actions.

## Learn With Wild Kids

When Jacob Tespa, age 12, visited the International Wolf Center for a Wolf Watch program this past summer, he had a chance to learn and practice what biologists do. Jacob learned about wolf behaviors and was able to practice observing the Exhibit Pack and recording the animals' behaviors. While watching wolves, he recorded some behaviors using photographs and the ethogram he worked from during class (see page 16). The International Wolf Center has many programs for kids to learn the ethology of wolves. Not only is the Wolf Watch program that Jacob participated in being offered, but there is also a program offered during the school year and again in summer called Junior Biologist Certificate Program. If you are interested in learning about wolves, check out these and other programs at [www.wolf.org](http://www.wolf.org).



Fall weather means wolves are getting ready for winter. They do this in a variety of ways.

One way is by growing

under hair (fur). This under fur is a dense hair that grows under the outer guard hairs. The insulating undercoat helps keep wolves warm and dry during winter in cold climates.

Wolf pups that were born this spring, usually in late April or early May, grow rapidly in summer and fall. By winter, the pups need to be large enough to keep up with their pack. By this time of year, wolf pups can weigh between 35 and 70 pounds (15 and 31 kilograms).



International Wolf Center





Boltz is a Great Plains subspecies of the gray wolf (*Canis lupus*). Boltz joined the exhibit pack July 30, 2012. Now at 2.5 years of age, Boltz weighs approximately 112 pounds (50 kilograms). He continues to be the bottom-ranking male in the Exhibit Pack and will submit (roll over on his back) for more dominant wolves when things get tense. However, as a 2-year-old, Boltz will test the dominant wolves. One of the ways he does this is by doing a chin rest on a dominant wolf, testing to see if he can gain status in the pack. Watch the wolf logs this winter to see if Boltz continues to test for dominance. ■



## Word Find

Use the Word Bank below to find as many behaviors as possible in the Word Find puzzle. Words can run horizontally, vertically, diagonally, forward and backward.

Avertgaze	Jawspaw
Cache	Rest
Chinrest	Scentroll
Dominance	Scrape
Facewipe	Submission
Forelegstab	Tugofwar
Growling	Yawn
Howling	

A	V	E	R	T	G	A	Z	E	F	L	R
S	U	A	I	C	C	B	C	Z	O	L	A
C	G	I	X	H	T	N	L	C	R	O	W
R	N	K	M	I	A	S	A	H	E	R	F
A	I	A	W	N	U	C	E	Q	L	T	O
P	L	M	I	R	H	E	J	R	E	N	G
E	W	M	W	E	I	J	O	F	G	E	U
N	O	I	S	S	I	M	B	U	S	C	T
D	H	C	B	T	Z	Z	A	L	T	S	J
F	A	C	E	W	I	P	E	R	A	W	W
R	A	P	S	W	A	J	R	O	B	D	Y
G	N	I	L	W	O	R	G	N	W	A	Y



*Continued from A Look Beyond,  
page 25*

if you don't have a specific comment to make, your "Like" sends a message. And by all means, if there is something you want to say about the post, please make a comment. It can be a statement, an observation or a question. You should expect an answer within 24 hours. Keep in mind most wolf conservation page administrators are volunteers and cannot always answer you immediately. But they should answer within a reasonable time, and they should be able to answer your questions in a professional manner. If you have something you would like to say to the organization that has nothing to do with any of its posts, you can make your own post on the page by going to where it says post or "Write something on this page." As with comments, you should get a response within a reasonable time. If you want to ask something privately, you can send a direct message.

### Good tweets

Twitter is a good tool, but it is limited in scope due to the 140 characters allotted to deliver a message. Twitter needs to be used for quick messages only. The best way for organizations to get the most out of Twitter is to link it with their Facebook page. That way

what they post to Facebook will post automatically on Twitter and link back to their Facebook post. For you, Twitter is a fast way to share wolf news with others. One advantage of Twitter is that you will often find that news hits here faster than on any other social media source. I recommend following several wolf groups to get the best experience.

Joining a Google Plus group affords an even greater opportunity to interact with a wolf conservation organization and other wolf lovers. You can belong to one community or many. If you know the name of a particular community, you can search for it by name or you can search using the words "wolf" and "wolves." Now you will have a variety of wolf communities to review and select from. Google Plus gives both wolf organizations and the public an opportunity to post and share content. As with Facebook, please make sure you take advantage of the ability to fully participate.


A Pinterest board allows organizations to post just photos or photos with short messages that can be quickly shared. With Pinterest, an organization will likely have the board set so that only it can pin to control content, but this still gives you a great opportunity to share

with others. As with Google Plus, you can search for wolf boards to join.

Finally, when fundraising, expect that a wolf conservation organization will utilize all of its social media resources. Recently, the National Wolfwatcher Coalition (NWC) had a shirt fundraiser that was intended to raise funds not just for the NWC but also to be donated, in part, to a fellow wolf organization. Thanks to social media, 167 shirts were sold in two weeks to people who wanted to help wolves, and a second campaign was opened for this design due to popular demand.

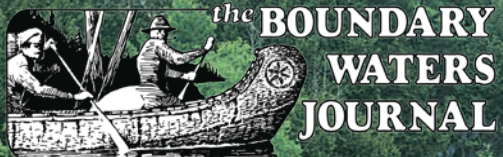
Social media is your friend. Don't be afraid to use it! ■

*Janet Hoben is the Southeast regional director for the National Wolfwatcher Coalition ([www.wolfwatcher.org](http://www.wolfwatcher.org) and [www.redwolves.com](http://www.redwolves.com)).*

 For a comprehensive list of wolf and wildlands organizations please visit: <http://www.wolf.org/learn/basic-wolf-info/in-depth-resources/links/>.







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