

THE BIRD TOWN *INSIDER*



The Newsletter for Bird Town Representatives

Fall 2017

(Not for Public Distribution)

Welcome to the inaugural edition of The Bird Town Insider. I've come to realize that broadly cast emails are not working as a communication tool as we're all inundated with emails (there's even a trend back to snail mail and hand-written notes!) I thought that by putting information in a newsletter format, it would be easier on the eyes and stand out amongst the mountain of emails. As always, I welcome your thoughts. ~Steve

Jumpstart '17

As you know, in lieu of a summit I spent a good part of first half of the year traveling the region and attending EAC and Bird Town committee meetings to help municipalities get on track with the process of *being* a Bird Town. The biggest fear for Audubon is that street signs demarcate towns where no active programming is taking place. In an effort to facilitate focus, we developed the Jumpstart checklist — a simple six (+) step outline of deliverables to focus on achieving for 2017 (and in subsequent years). I'm happy to say it's been well-received.

At the end of the year, a **scorecard** will be circulated making annual reporting a quick and EASY process for you and a valuable statistical tool for us and a gauge for rewarding active Bird Towns. The scorecard is tied directly to the Jumpstart list and includes volunteer hour capture. For those towns that I have not met with individually, I offer that list here for your discussion, planning and tracking purposes.

EDUCATION: Increase ecological literacy and awareness of birds as indicators of environmental health

ONE public presentation/event per year (speaker/GBBC workshop, etc.)

ONE table event per year

ENGAGEMENT: Connect more people to nature through bird-related activities

ONE birdwalk in a LOCAL park

ONE school engagement activity (Audubon Adventures, Green Club, School habitat, etc)

CONSERVATION/DEMO:

ONE Garden, Planting, or Restoration project (park habitat, schoolyard habitat, etc.)

PROMOTION:

Send notice of event to Audubon so it can be promoted via social media, newsletter, etc.

Submit at least ONE article (max 150 words) and photograph reporting on any of the events

Continue to promote the Bird Habitat Recognition program

These are minimal expectations. If you do five public programs or ten bird walks, that would be great too! Towns working together is a great idea and counts as partial (1/2 or more) fulfillment of the deliverables. Imagine...if every town did one public program per year that's 27 programs for our region!! Let's put Bird Towns on the map! Hopefully, we will return to Summits with awards and recognition!

...And Speaking of Programs

With Leigh Altadonna at the helm, the Wyncote Audubon Society (territory includes all of Montgomery County and parts of Philadelphia) has been working with Abington, Upper Dublin, and others to conduct regular bird walks in local parks. The walks get promoted through the Wyncote channels, the eNewsletter, and MeetUp.com. They have been well-attended and I would encourage each Bird Town to get in touch with your **local chapter** and conduct joint (chapter/Bird Town) bird walks. They are great for beginners and really enrich Bird Town programming. Here are the chapter contacts:

Wyncote Audubon/Montgomery County
Leigh Altadonna
ljalta@comcast.net

Bucks County (Audubon)
Stacy Carr-Poole, Dir.
SCarrPoole@BCAS.org

Valley Forge Audubon (Chester/Delaware Co)
Mallary Johnson, President
smallary@gmail.com

Lehigh Valley Audubon
Peter Saenger, President
psaenger@muhlenberg.edu

Say Hello to Val Peckham

After 20 years at the Philadelphia Zoo, Val Peckham joins Audubon as its new Field Organizer in Pennsylvania. Val is one of ten organizers around the country and is working to help promote clean energy and climate legislation. She will be conducting training workshops and is especially looking at Bird Towns with the congressional districts of Meehan, Costello, and Fitzpatrick. This might be the perfect opportunity for residents and even Bird Town reps looking for a new layer of engagement within their Bird Town. You can reach Val at VPeckham@audubon.org

Welcome Springfield Township!

Another Montgomery County township joins the family as Springfield became a Bird Town this past summer! We welcome the community which includes Erdenheim, Flourtown, Wyndmoor, and Oreland. (For the record, we have two Springfields—Bucks and now Montco)

2017 Dues

While we wait for that corporate angel to underwrite Bird Town, we still look to the annual fee to help support the program. Our supplies are depleted and we need to be able to produce the materials you need for things as simple as table events. Invoices will go out soon for those Bird Towns that have not paid a fee in calendar year 2017. The main contacts for Bird Towns will be noted on the invoice when it goes out to the township/borough. If you would like it sent somewhere else, let me know. They will have a Net 90 (day) due date. Bird Habitats will be tallied and \$10 deducted for each registered in your town.



E. Pluribird Unum—From Many, One.

As you know by now, Audubon Pennsylvania, with its diverse programming and reach, has decided to consolidate its various avenues of communication. This will help eliminate brand confusion and help all of us reach a wider audience.

The **Bird Town Flyer** is no more. But I still welcome content for what will be a centralized, quarterly Enewsletter. Also, events are going to require some early advance planning so they can be included in the quarterly newsletters. We still utilize **MeetUp** for Bird Towns and can readily add events to attract attendees.

Our **Facebook** page will also become inactive and posts will now be loaded onto the general Audubon PA Facebook page.



Native Plant Swap/Sale at Mill Grove!

All Bird Towns are welcome to promote and participate in the Fall Native Plant Swap at Mill Grove on **Sunday, October 29th from 9am—2pm.**

Bring plants in pots and label them please! Also, bring native seeds to swap! Plants will also be available for nominal prices to support the Bird-Friendly Communities Initiative. Please help publicize this event!

BIRD TOWN BIRD WALKS

BEGINNERS AND FAMILIES WELCOME!

LORIMER PARK 8:00AM—10:30AM (ALL)

OCT 17, TUES

NOV 21, TUES

DEC. 19, TUES

ROBBINS PARK 8:00AM—10:00AM (ALL)

OCT 12, THURS

NOV 9 THURS

DEC 14 THURS

