

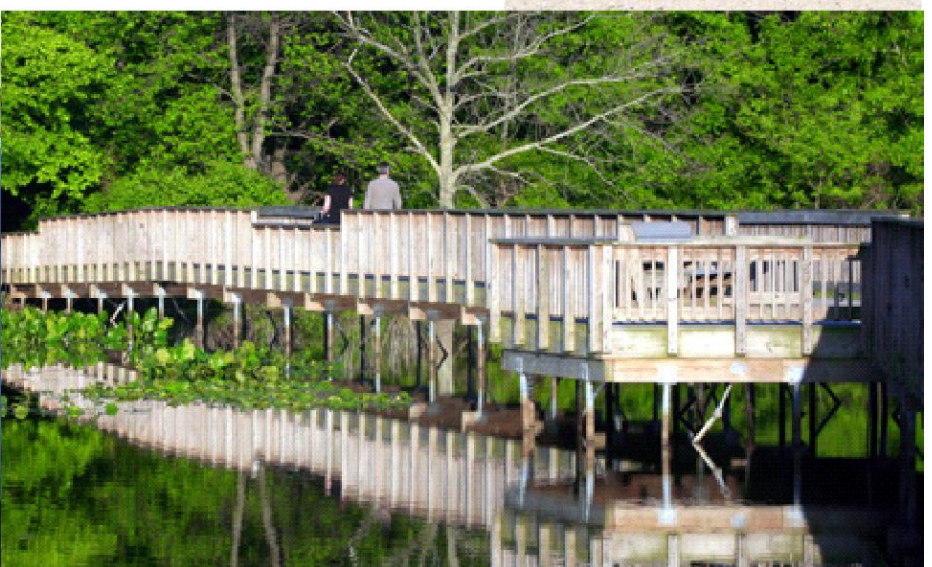
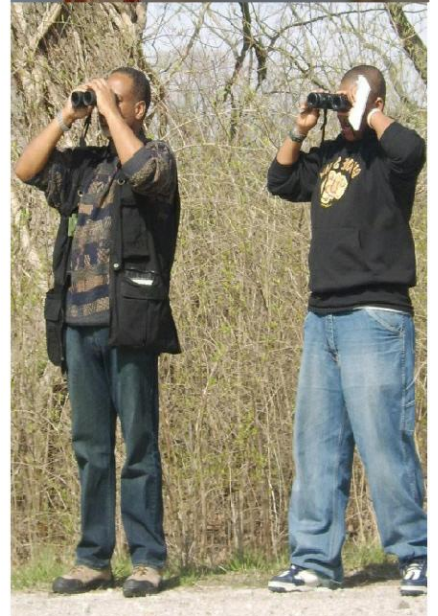


FOCUS ON DIVERSITY

A logo consisting of a green circle containing two white birds. One bird is on the left, facing right, and the other is on the right, facing left. They are stylized and appear to be in flight or standing close together.

CHANGING the FACE of
AMERICAN BIRDING

John Heinz NWR, Philadelphia, PA
October 22, 2011



Focus on Diversity: Changing the Face of American Birding October 21 & 22, 2011

John Heinz National Wildlife Refuge
8601 Lindbergh Boulevard
Philadelphia, PA

A joint effort between:



Friends of
Heinz Refuge

Sponsored by:

Whooping Crane Level

Anderson-Rogers Foundation, Inc.

Bald Eagle Level



Kaufman
Field
Guides

Canada Goose Level



HOUGHTON MIFFLIN HARCOURT

STACKPOLE BOOKS



Northern Flicker Level

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Delaware Valley Ornithological Club

Eagle Optics

Leupold Optics

WildBird Magazine

Audubon Pennsylvania

Good Dog Coffee

National Audubon Society's Together Green Initiative

New York City Audubon

Sponsorship opportunities still available - www.fledgingbirders.org/CFABsponsor.html

Photo credits on cover: Philly skyline over Heinz NWR by Dave Magpiong, Northern Flicker original photo courtesy of Scott Elowitz Photography, Two Birders courtesy of Doug Gray, Heinz boardwalk courtesy of Friends of Heinz Refuge, Bald Eagle original photo courtesy of EJ Peiker, Focus on Diversity Conference Logo crafted by Lexie Phelan.

rev. 7/29

Focus on Diversity: Changing the Face of American Birding Conference

American birders have over 800 species to satisfy our bird watching desires. From a Calliope Hummingbird to the California Condor, from the Painted Bunting to a Clay-colored Sparrow, the diversity of our North American birds is one of the most compelling factors that draws millions of people to birding at some level.

Yet, does the birding community itself reflect a similar diversity? Imagine your most recent field trip, bird club meeting, or even birding festival. Did **1/3** of those birders have an African, Hispanic, Asian, or Native American heritage?

Undoubtedly, the answer is “NO.” This means that birding does not look like the rest of America and, ergo, **represents a significant threat to the sustainability of the birding community, the birds’ habitat, and, ultimately, the birds themselves.**

The purpose of the **Focus on Diversity** is to initiate an open dialogue, take an honest look at the birding community, identify roadblocks to birding, and facilitate effective outreach to new birding audiences in an effort to promote a broader appreciation of nature and, in time, a societal conservation ethic.

The **Focus on Diversity Conference’s** success will rely on the most powerful bird conservation weapon: **YOU.**

This conference will convene concerned birders, environmental educators, and conservationists from the Northeast/Mid-Atlantic region. As a result of the conference, participants will:

- understand the critical role that sharing their interest in birds with others has in shaping the future of both the birding community and bird populations.
- be able to identify the obstacles that hinder various groups from “birding”.
- learn strategies for effectively fostering an appreciation for birds/nature in others.
- be able to network with dedicated individual birders as well as conservationists and educators from non-profit organizations, government agencies, and other entities in the region.
- be assisted in developing realistic goals and ready-to-implement Action Plans to begin recruiting new members for their respective organizations or reaching new birding friends.

Disclaimer: This event WILL NOT focus on bird identification or bird observation.



Why is this event being held at John Heinz National Wildlife Refuge?

John Heinz NWR is the ideal setting for this particular conference for a number of reasons including:

- Heinz NWR is a well-visited refuge within a major urban center.
- The National Wildlife Refuge System (NWRS) is launching new initiatives to better serve broader audiences at the various NWRs through birding and other outdoor recreation activities.
- Heinz NWR is centrally located among the 71 refuges in the Northeast Region of the NWRS.
- Heinz NWR is the site of the “Cradle of Birding”, an annual September bird festival that attracts over 1,200 visitors in one day.
- Philadelphia is the geographical mid-point of the Northeastern U.S. megalopolis which includes 8 major cities, their surrounding suburbs, and more than 1/5 of the entire U.S. population!

Conference Presenters and Panelists



Richard Crossley was born in Yorkshire, England. Hooked on birding at age 7, he hitch-hiked over 100,000 miles to follow his passion. In his 20's he traveled more extensively for birds, particularly to Asia and North America. He fell in love with Cape May, NJ and he has lived there since 1991. Since co-authoring *The Shorebird Guide*, Richard's goal has been to make lifelike scenes that are more visually striking and educational. His recent *The Crossley ID Guide* is intended to have a significant impact on how we look at birds, wildlife and books. Richard believes that reaching the younger generations plays a critical role in popularizing the sport of birding and love of the outdoors.



Dudley Edmondson is a nature photographer, filmmaker, author, and outdoor enthusiast who has spent 20 years traveling and working with wild subjects in wild places. He spends his free time cycling, kayaking, skiing, swimming or trail running. For his first book *Black & Brown Faces in America's Wild Places*, Dudley spent four years searching for African Americans who were passionate about nature to create a set of "outdoor role models" and encourage other African Americans to experience nature for their own mental and physical health. He feels the future of conservation is tethered to people of color reconnecting to their outdoor cultural traditions as their growing influence and political power will determine the sustainability of America's environmental protection policies.



Douglas Gray was introduced to birding by his grandfather while growing up on the family farm in Clarksville, Tennessee. He currently resides in Indianapolis, IN and is a Senior Engineering Specialist in Parenteral Engineering with Eli Lilly and Company but his passion is birding. Doug is a former Director of Indiana's largest Audubon Society Chapter (Amos W. Butler Audubon Society) and is currently the contributing writer of the "Bird of the Month" for the Indiana Audubon Society. Doug leads bird hikes throughout Indiana, and is known for introducing people of color to the world of birding. However, Doug's favorite hikes are with children as he loves engaging with the next generation of birdwatchers throughout the Midwest.



Anita Guris' love of art and beauty expanded to birds in 1987 when her future husband, Paul, showed her an American Kestrel on a wire in Newburyport, MA. Despite health concerns, she is an active birder and also savored birding adventures to Texas, Arizona, Costa Rica, Guatemala, and Belize. She and Paul run SeeLife Paulagics pelagic birding trips along the Mid-Atlantic Coast. As former Membership Chair of the Delaware Valley Ornithological Club, she feels it is important to maintain as diverse a membership within the club, as there is diversity in our society. The minority membership of DVOC has increased over 300% during her years as Chairperson. She currently remains a member of the committee to continue this meaningful start.



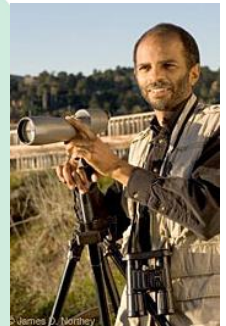
Kenn Kaufman, an avid birder and naturalist since the age of six, spent his latter teen years hitch-hiking around North America in pursuit of birds. This experience fueled his interest in the idea that birding should be affordable and accessible to all. Now a professional freelance naturalist, he has written ten books and hundreds of magazine articles, but his proudest publication is *Guia de campo Kaufman a las aves de Norteamerica*, the first field guide to North American birds to be published in Spanish.

October 22, 2011

J. Drew Lanham, PhD is a Professor of Wildlife Ecology at Clemson University and a passionate birder who has shared birds with hundreds of undergraduates and mentored nearly forty graduate students. Drew's love of nature is reflected in his conservation efforts. He is an inaugural fellow of National Audubon Society/Toyota's Together Green Initiative and a board member of The Wildlife Societies Ethnic and Gender Diversity Committee, South Carolina Audubon, the South Carolina Wildlife Federation and Upstate Forever. A freelance writer, he often explores the connection between people of color and nature. His forthcoming book, *The Home Place: Memoirs of a Colored Man's Love Affair with Nature* (Milkweed Editions), takes a deeply personal look at the issue of diversity in the great American outdoors.



John C. Robinson, author of *Birding For Everyone, Encouraging People of Color to Become Birdwatchers*, has worked as a wildlife biologist and professional ornithologist for nearly 30 years, including stints at the U.S. Dept. of Agriculture and U.S. Fish and Wildlife Service. His mission is to encourage ALL people to learn about the natural world. Deeply concerned about the lack of participation by minorities in outdoor recreation activities, John works with non-profit organizations to increase interest in bird watching for non-traditional audiences in hopes that involvement will give them a reason to protect the environment through nature conservation in the future. John has served on the American Birding Association's Board of Directors since 2009.



Roy J. Rodriguez is a lifelong Texan, hunter and fisherman who works for Texas Parks and Wildlife Department as a Naturalist at Bentsen - Rio Grande Valley State Park in Mission, TX. He has taught thousands of people of all ages and abilities about flora and fauna on the festival circuit. His bird education work has brought him to the Arctic Circle in Alaska and South Korean shores. He has been a popular birding guide across North America, Lead Instructor for the National Hispanic Environmental Council Scholarship Institutes, and Tour Operator for MexBirds, a company dedicated to "Economic Sustainability through Birding" in Mexico. Roy strives to foster nature appreciation throughout the diverse communities in South Texas and beyond.



Keith Russell, a Philadelphia native, first joined the Academy of Natural Sciences in 1982 as their collection manager for exhibits with a biology degree from Cornell University and an M.Sc. in zoology from Clemson University. He later moved to the ornithology department where he was an assistant editor for *The Birds of North America*, an encyclopedic publication featuring life histories for over 700 species. In 2003, Keith joined the National Audubon Society IBA program as a biologist. Since 2006, he has served as Audubon Pennsylvania's science and outreach coordinator in Philadelphia. A life-long birder, he has a particular interest in the birds of Philadelphia County and has coordinated the Philadelphia Mid-Winter Bird Census since 1987.



Flisa Stevenson is recognized for establishing training partnerships with city, state, and national organizations to bring bird to underserved groups, particularly in urban areas. She led the Marketing and Outreach for the Cornell Lab of Ornithology's Citizen Science and Education which included Celebrate Urban Birds and has been the Council for Environmental Education's Senior Manager for the Flying WILD bird education program and national training network. Flisa holds a BA in Journalism from the University of Texas at Austin, a Master's degree in Environmental Education from Southern Connecticut State University, and a Master's degree in Landscape Architecture from Cornell University. She is currently a member of the NWRS Birding Team.



October 22, 2011

Focus on Diversity: Changing the Face of American Birding Conference Agenda

Friday, Oct. 21 Pre-Conference Meet-n-Greet Reception (FREE with registration!) 6 – 8pm

Presenters and participants are invited to gather for light refreshments at the esteemed **Academy of Natural Sciences** in Philadelphia. Established in 1812, the Academy has played a pivotal role in the development of American ornithology from the days of Alexander Wilson and John James Audubon to the present day. This event will include two special exhibition arranged specifically for our group of dedicated bird educators, conservationists, and concerned birders. The reception is being sponsored by the Academy of Natural Sciences, USFWS Division of Migratory Birds, the Fledging Birders Institute, and Yards Brewery.

Space is limited for this special event. Please reserve a spot via your registration form.

Saturday, Oct. 22: Focus on Diversity: Changing the Face of American Birding Conference, at John Heinz National Wildlife Refuge Visitor Center Conference registration is \$30 (\$25 for early birds by August 31st)

7:00 – 8:00am Bird walk at Heinz NWR for conference attendees

8:00 – 8:30am Continental Breakfast & Conference Check-In at John Heinz NWR Visitor Center

8:30 – 11:45am Conference Presentations and Panels

11:45 – 12:30pm Lunch provided on site & networking

12:30 – 5:00pm Conference Panels and Workshops

The modest conference registration fee covers ALL activities at the John Heinz NWR Visitor Center, including continental breakfast and a “Taste of Philly” lunch.



Exhibitor tables are available on a first come, first served basis and can be reserved on the registration form.

*Following the conference, there will be a Dinner Program at the nearby Corinthian Yacht Club.
See the following page for details and our wonderful guest speaker.*

Conference organizers want to allow maximum birding flexibility for participants. We will facilitate networking and car-pooling for birding trips among participants via a Facebook group, the Fledging Birders Institute website, and posted sign-ups at conference.

Fri. Oct. 21 & Sun. Oct. 23: (Independent) Birding at Local Sites / Regional Hot Spots: The following are just some of the birding possibilities in and near the greater Philadelphia area.

Bird Walks at Heinz NWR

Riverwinds Complex, West Deptford, NJ (15 minutes east of Heinz NWR)

Militia Hill Hawkwatch (45 minutes north of Heinz)

John James Audubon Homestead at Mill Grove (45 minutes northwest of Heinz)

Edward Forsythe National Wildlife Refuge, Brigantine, NJ (75 minutes east of Heinz)

Bombay Hook National Wildlife Refuge, Smyrna, DE (90 minutes south of Heinz)

Cape May, NJ (2 hours southeast of Heinz)

Depending on weather patterns, this date in October has the potential to produce an incredible variety and/or volume of fall migrants in the region, most notably Cape May, NJ.

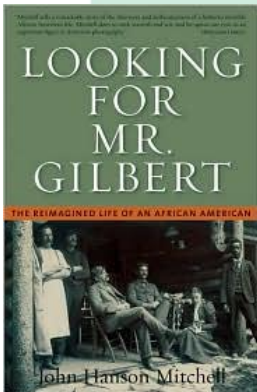
"Focus on Diversity: Uncovering a Colorful History of American Birding"



A Dinner Program at the Corinthian Yacht Club featuring John Hanson Mitchell, author of *Looking for Mr. Gilbert* **Saturday Evening, October 22**

There is an additional admission of \$28 for the dinner program. Register early as space is limited.

- 5 – 6pm** Independent birding Governor Printz Park along the Delaware River
- 6 - 7pm** Sunset Birding on the Delaware River & Cocktail Hour w/ cash bar
- 7–9:30pm** Buffet Dinner and Looking for Mr. Gilbert Presentation



When author John Hanson Mitchell found hundreds of antique photographic negatives in an old Massachusetts estate, it was understood that the photographer was 19th century ornithologist William Brewster, namesake of a beautiful hybrid warbler. Brewster is best known as the first president of Massachusetts Audubon Society, which served as the organizational model for the National Audubon Society.

Through careful inspection and happenstance, Mitchell realized that the images were more likely the work of Brewster's African-American assistant, Mr. Robert Gilbert. Mitchell's book, *Looking for Mr. Gilbert*, pieces together the life of the multi-skilled birder-naturalist whose influence on American birding had been unknown for over a century. Mr. Mitchell will share with us not only Gilbert's incredibly compelling story but also his natural photography from the late 1800's.

Our evening presentation will have you wanting to meet this 19th Century African-American ornithologist/photographer, pondering his underappreciated impact on the history of birding, and wondering how many similar stories have been lost in our country's tumultuous social history.

John Hanson Mitchell is editor of Massachusetts Audubon Society's award winning magazine, *Sanctuary* and author of several other acclaimed books.



"Se wo were fi na wosankofa a yenkyi"

— an old African proverb which translates to:

"It is not wrong to go back for that which you have forgotten."



Travel and Accommodations Information

based on commuting from the Northeast/Mid-Atlantic region

John Heinz National Wildlife Refuge is conveniently located less than 5 minutes from Interstate 95 in Philadelphia, Pennsylvania. It is a relatively short drive from: *(all distances and times estimated)*

- Central Park in NYC , 2 hours/106 miles
- Inner Harbor of Baltimore, MD – 2 hours/95 miles
- National Mall in Washington, DC. 2.5 hours/140 miles

Public Transportation: **John Heinz NWR** can be reached by using public transportation. **Amtrak's Northeast Regional** line and **Acela Express** serve most major cities and stop in Philadelphia at 30th Street Station. **SEPTA** Bus Routes 37 and 108 stop at 84th St. and Lindbergh Blvd which is 2 blocks from refuge entrance. **SEPTA's** Regional Rail Line stops at Eastwick Station which is several blocks southeast of the Refuge's Main Entrance at 86th St. and Lindbergh Blvd.

Air Travel: **John Heinz NWR** is in the shadow of Philadelphia International Airport which is served by most major airlines including **Air Tran, American, Continental, Delta, Southwest, US Air, and United.**



Philadelphia International Airport and I-95 as seen from John Heinz NWR

Hotels: The **Fledging Birders Institute** has arranged the following group rates for conference attendees:

Red Roof Inn 49 Industrial Highway, Essington, PA (5 miles to Heinz, 1 mile to Corinthian Yacht Club)
\$63.74 + tax, based on single occ. **rate available on reservations made until Sept. 20, 2011**
For reservations, call **1-800-733-7663** or **610-521-5090**. Refer to Block Code – **B119FLEDGE**

Four Points by Sheraton Philadelphia Airport 4101 Island Ave Phila, PA (1.5 m. to Heinz, 5 m. to CYC dinner)
\$85 + tax, based on double occ. **rate available on reservations made until Sept. 30, 2011**
For reservations, call **1-215-492-0400** Group Name: **Fledging Birders Institute**

Holiday Inn Express 101 Taylor Avenue Essington, PA (5 m. to Heinz, 5 min WALK to CYC dinner)
\$109 + tax, based on double occ. **rate available on reservations made until Sept. 10, 2011**
For reservations, call **1-800-HOLIDAY** (465-4329) Event Name: **Focus on Diversity**

Let's prove how "valuable" birders can be for a region! Please record all your expenses on this trip (travel, gas, hotel, food, purchases, etc.). We will collect the information from conference participants and prepare an "Economic Impact" report following the conference.

We encourage you to register for this event as early as possible to ensure availability. Registration forms and payments received by August 31st will benefit from an **Early Bird Discount**. **Registration Deadline: Oct 8th**

If you have any questions, please e-mail Dave Magpiong at Dave@fledgingbirders.org

We look forward to meeting you in Philadelphia this October!

A Focus on Diversity: Changing the Face of American Birding Conference Registration Form Please PRINT clearly.			
Name of Participant:		Organization (if applicable):	
Mailing Address:		E-mail:	
State/Zip:	Phone #:	Website:	
Name of nearest National Wildlife Refuge:		Name of other local parks / natural areas near you.	
I am a: (please check all that apply to you!)			
<input type="checkbox"/> concerned birder <input type="checkbox"/> general nature enthusiast <input type="checkbox"/> environmentally-minded citizen			
<input type="checkbox"/> formal educator (pre-K - college) <input type="checkbox"/> bird educator (formal or informal) <input type="checkbox"/> bird club officer/member			
<input type="checkbox"/> bird conservationist <input type="checkbox"/> park/refuge/nature center staff <input type="checkbox"/> other: _____			
Conference Registration Fees:	*Early Bird Discounted Registration* (must be received by August 31 st)		Regular Registration (must be received by October 8 th)
	<input type="checkbox"/> Conference Only \$25		<input type="checkbox"/> Conference Only \$30
	<input type="checkbox"/> Dinner Banquet +\$28 (optional add on)		<input type="checkbox"/> Dinner Banquet +\$28 (optional add on)
	<input type="checkbox"/> Focus on Diversity Conference Commemorative T-Shirt (\$10 each) Circle desired size S M L XL 2x 3x		<input type="checkbox"/> Focus on Diversity Conference Commemorative T-Shirt (\$10 each) Circle desired size S M L XL 2x 3x
Total Registration Fee: \$ _____*		Total Registration Fee: \$ _____*	
*Please consider making an additional contribution to help offset costs of the conference.			
<u>Friday Night Reception at the Academy of Natural Sciences</u> <i>Space is limited. Reservations required.</i>			
<input type="checkbox"/> I will be attending the Reception at the Academy of Natural Sciences on Friday, October, 21st .			
<input type="checkbox"/> I will NOT be attending the Welcome Reception on Friday night.			
<input type="checkbox"/> I would like to reserve an Exhibitor Table at the event for _____ (name of organization or entity)		Please make checks payable to: Fledging Birders Institute P.O. Box 1774 Bellmawr, NJ 08099	



CHANGING the FACE of AMERICAN BIRDING

John Heinz NWR, Philadelphia, PA
October 22, 2011

Origin of the Conference Logo

crafted by Lexie Phelan

The conference logo and sponsorship levels incorporate birds which represent several cultures that make up our American population.

The crane is a traditional symbol throughout China, Korea, Japan and other Asian nations as well as some Native American cultures. The cranes' beauty and spectacular courtships displays have captivated these cultures for centuries.

Besides being a revered American symbol, the eagle also symbolizes strength throughout Mexican and Hispanic cultures. Eagles are considered sacred in various Native American cultures.

The goose comes from the Akan culture of Ghana, Africa. The Akan term "Sankofa" translates to "go back and take". The Adinkra symbol associated with this term was a goose removing an egg from its back which represented learning from the past and progressing into future.

Miscellaneous Conference Information

<u>Presentations*</u>	<u>Break-Out Sessions*</u>	<u>Panels and Workshops*</u>
American Birding: Who are we? So what? Now What?	Celebrate Urban Birds	Barriers to Birding
The Benefits and Impact of Birding	Together Green	Effective Strategies for Reaching New Audiences
Guia de Campo a las aves de norteamerica	CBC4Kids	Taking Action for Birding Diversity
* presentations and panels are subject to change, will be posted at fledgingbirders.org/CFABprograms.html		

Sponsorship opportunities still available: www.fledgingbirders.org/CFABsponsor.html
or send an e-mail to Dave@fledgingbirders.org for more information.

Spread the word! Wear your conference t-shirt to spark a conversation about getting broader audiences interested in birds. (By the way - shirts are "natural", NOT white!)

Conference t-shirts can be ordered via registration form. Get one for a friend too.

Learn more about **John Heinz NWR** at www.fws.gov/heinz/index.html



www.fledgingbirders.org

P.O. Box 1774 Bellmawr, NJ 08099

856-905-1232

