

Central Florida AUDUBON ACADEMY 2015¹

February 28, 2015

University of Florida/IFAS Mid-Florida Research and Education Center
2725 South Binion Road, Apopka, FL 32702-8504

Schedule and Program (see below for details)

7:30–7:45 a.m.	Meet to carpool to the Lake Apopka North Shore Restoration Area (LANSRA)
8:00–9:45	Introduction to the LANSRA–driving field trip
10:00–10:50	How to Reach a Diverse Audience and Grow Your Chapter
11:00–11:50	Integrating Social Media into Chapter Communications and Outreach
Noon–12:50 p.m.	Lunch – Conservation Advocacy
1:00–1:50	Chapter Fundraising and Fiscal Obligations
2:00–2:50	After-School Programs for Kids
3:00–3:50	Birding for Fun, Science and to Grow Your Chapter
3:50–4:00	Evaluations and Adjournment

PROGRAM DETAILS

Morning Field Trip:

8:00–9:45 a.m.—INTRODUCTION TO THE LAKE APOPKA NORTH SHORE RESTORATION AREA (LANSRA)

The LANSRA, formerly wetlands of what used to be Florida’s second largest lake, are being restored along with the lake after the wetlands were used for decades as farmland for vegetable production. These ~20,000 acres are now owned by the state. Over 360 different avian species have been observed on the property during Christmas Bird Counts and bird surveys, the highest variety of any inland site in North America. The American Bird Conservancy has designated this area as a Globally Important Birding Area (IBA) and it is listed as a state IBA by National Audubon. The LANSRA is also rich in other wildlife (alligators, bears, bobcats, coyotes, otters, etc.). Most of the property is not open to the public at this time but we will get to see part of a wildlife drive that is planned to open later this year. This property is located across the street from the University of Florida facility where we are meeting. **Facilitator:** Jim Peterson, Field Program Supervisor, St. River Water Management District, Drummer.

Morning Presentations:

10:00–10:50—HOW TO REACH A DIVERSE AUDIENCE AND GROW YOUR CHAPTER

National Audubon Society is making a serious effort to reach people from different cultural backgrounds, age and socio-economic status by not only making the organization more accessible to all ethnic groups, but by promoting participation in conservation efforts at a local level. The benefits of having diversity in our Chapters include: a larger network with a stronger support group, better representation, and an increased perception of the organization. With communities in the United States growing more diverse, it’s important to be able to reach these groups. This program will provide you with multiple things that can be done to make your chapter more accessible and inviting to people from diverse backgrounds.

Facilitator: Reinier Munguia, President of Lake Region Audubon Society and Polk County Camera Club, Desktop Publisher, Nature Photographer and Instructor, Nature Tour Leader.

¹ Host chapter: Orange Audubon Society with assistance from Pelican Island Audubon Society

11:00–11:50—INTEGRATING SOCIAL MEDIA INTO CHAPTER COMMUNICATIONS AND OUTREACH

Want more folks for field trips? fundraising? conservation action? What if there were a free, easy, effective way to get your Audubon news out to the community, and get a diversity of people involved? Lucky for us there is: social media. Come learn both practical and creative ways for helping achieve your chapter's dreams via online communications. In search of the elusive younger members? Hoping to inspire long-term supporters? Wondering what role social media played in Pelican Island Audubon's big Oslo Boat Ramp win? Answers await—come join the conversation. **Facilitator:** Buffy Turner, Website Designer and Webmaster, e-Marketer, Marine Conservation Specialist, Grant Writer and Fund Raiser.

Afternoon Presentations:

Noon–12:50 p.m.—LUNCH – CONSERVATION ADVOCACY

In order to fulfill our role as effective voices for conservation, we need to learn how to get to know and influence elected officials and the public. Find out what approaches are best, what communication avenues work, what it takes to win sentiment to our side. These are things that individuals and chapters do not always do well. Acquire skills to improve your grassroots advocacy efforts. **Facilitator:** Jonathan Webber, Audubon Florida's Conservation Campaign Manager and now Communications Manager (*Florida Naturalist*, direct mail and on-line media outreach, newsletters, fundraising), political consultant.

1:00–1:50—CHAPTER FUNDRAISING, FISCAL OBLIGATIONS AND LIABILITY INSURANCE

Financial constraints can limit chapter activities—conservation, education, outreach. Learn how chapters raise funds while having fun. Once you have raised funds, it is important to keep your chapter out of trouble with the Florida Department of Revenue and Federal Internal Revenue Service. Come find out how to do that and how to protect yourselves from devastating financial liability. **Facilitators:** Teresa Williams, Certified Public Accountant, Tax Manager for Rollins College, Orange Audubon Society (OAS) Treasurer and chair of OAS' Chertok photography contest, and volunteer coordinator for bird surveys and ecological restoration activities. Bob Stamps, Audubon Florida's Chapters' Committee Chair, OAS' Conservation Committee Chair, University of Florida Professor Emeritus.

2:00–2:50—AUDUBON AFTER SCHOOL PROGRAM: LIFE-CHANGING, LAGOON-CHANGING LEARNING

Interested in helping kids discover their environment, learn science by doing it, and use their knowledge to help solve environmental problems? Come learn about a transformational after-school program where high school interns and adults guide hands-on explorations by elementary school students—enabling these kids to become scientists, teachers, and conservationists. Hear about a new approach to cure Nature Deficit Disorder, engage diverse young minds, and create future conservationists. **Facilitator:** Bonnie Swanson, Pelican Island Audubon Society Board Member.

3:00–3:50—BIRDING FOR FUN, SCIENCE AND TO GROW YOUR CHAPTER

We are the "bird people" so let's explore the many ways to use BIRDS to build your chapter membership. This interactive workshop is designed to find creative approaches to design field trip and projects, educate children and adults and use Audubon Florida's Citizen Science programs to increase and engage your chapter membership. Come prepared to share your ideas and go home with new ones. **Facilitator:** Jacqui Sulek, Audubon Florida's Chapters' Conservation Manager, Four Rivers Audubon Society Conservation Chair, Jay Watch Trainer, Yacht Captain and ex-Park Ranger.

4:00–4:10 EVALUATIONS AND ADJOURNMENT

See next page for information about camping, lodging, local birding opportunities and other information

If you want to stay overnight below are some possibilities

CAMPING: Tent and RV camping is available at several local county and state parks. Orange County's Magnolia Park is next door to the meeting site, is on the east shore of Lake Apopka (LA), and is connected to the LA Loop Trail ([Magnolia Park/Lake Apopka](#)). Orange County's Kelly Park ([Kelly Park/Rock Springs](#)) features a free-flowing natural spring and is 13 miles/19 minutes from the meeting site. Wekiva Springs State Park ([Wekiwa Springs State Park](#)) is about the same distance and time from the meeting place. In addition, there are a number of private parks in the area.

LODGING: There is a Hampton Inn in Apopka about 15 minutes away from MREC ([Hampton Inn Apopka](#)). There is a Holiday Inn Express ([Holiday Inn Express Apopka](#)) next door to the Hampton Inn. There is also an older, less expensive, independent motel, Crosby's Motor Inn ([Crosby's Motor Inn](#)) just 5 miles from MREC.

LOCAL AREA NATURAL AREAS: Birding/nature locations nearby include the sites mentioned under CAMPING and many others. For example, the Lake Louisa State Park and the St. Johns River Water Management District's (SJRWMD) Lake Norris Conservation Area are only about 30 minutes away from the meeting site. Lake Woodruff National Wildlife Refuge, SJRWMD's Emerald Marsh Conservation Area, the City of Orlando's Wetlands Park and many other birding/wildlife viewing areas are less than an hour from the meeting site. Check out the Great Florida Birding & Wildlife Trail website ([Great Florida Birding & Wildlife Trail](#)) for more ideas. Don't forget your binoculars, field guides, hat, insect repellent, water bottle, and sunscreen.

CONFIRMATION: Will be sent via e-mail

REFUND POLICY: If you need to cancel your registration, you must do so by February 25th to get a refund.

HOST CHAPTERS: Thanks to Orange Audubon Society and Pelican Island Audubon Society volunteers.

FOR ADDITIONAL INFORMATION, CONTACT:

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Audubon Florida Website: www.fl.audubon.org

Audubon Florida News Website: www.audubonoffloridanews.org

[Orange Audubon Society Website: www.orangeaudubonfl.org](http://www.orangeaudubonfl.org)