

**Illinois Audubon Society
Nominees for Board of Directors, At-Large
December 3, 2022**

Adam Reiss, Springfield, Illinois

Adam has lived in Illinois all his life except for 5.5 years in S. Korea and Hong Kong from 4th grade to freshman year of high school. In high school he played an active role in his church's youth group and served as President. Adam became an Eagle Scout his senior year.

He graduated from Dunlap High School outside of Peoria and went to Eastern Illinois University where he majored in Environmental Biology with a business minor. He was recruited by the Sherwin Williams Company and lived in Champaign and Mattoon managing paint stores before moving to Springfield in 2003 where he worked as outside sales for commercial painters. In 2007 he moved into technology providing copiers, printers, and IT support services. In 2012 he earned his masters' degree in management and organizational behavior from Benedictine University (Springfield) using the Illinois Audubon Society as part of his thesis on the efficacy of leadership boards based on the number of members on the board. He has been with his current employer, GFI Digital, in a sales role for a little over 9 years.

Adam adds: "Throughout my time overseas and since then, I was fortunate enough to visit over 30 countries on 6 continents and still enjoy traveling. My activities outside of traveling include birdwatching, church events, snow skiing, exercising, spending a lot of time with my family and friends, and just about anything outdoors including campouts and hikes with my son's Boy Scout troop and my daughter's Cub Scout pack."

Bob Fisher, Downers Grove, Illinois

Bob is active in birding, and bird conservation advocacy, around Chicago and throughout Illinois. He served for 6 years as President of the Illinois Ornithological Society, and also served for 4 years as President of the Bird Conservation Network (BCN), currently serving as Communications Chair for BCN, part of the core BCN group that produced the widely publicized *Breeding Bird Population Trends of the Chicago Region (1999-2020)*.

Past President of the DuPage Birding Club, also serving as compiler for the DuPage County Spring Bird Count for a number of years

Bob is an active bird monitors for the DuPage County FPD (at Waterfall Glen) and BCN, also spending time each fall watching/counting migrating hawks at Greene Valley Forest Preserve, part of a North American network of 200+ hawk watching sites overseen by the Hawk Migration association of North America, where he functions as the Central Flyway editor for HMANA's annual spring and fall seasonal reports.

Appointed by the Governor to serve on the Lake Michigan Offshore Wind Energy Advisory Committee; this Committee's Final Report was the basis for HB 2753, which established specific regulatory guidelines, to be used by IDNR when developers seek to install wind turbines in the Illinois waters of Lake Michigan. HB 2753 was signed into law by Governor Quinn in August 2013. Unfortunately, IDNR has never produced the go/no-go map for wind turbine arrays in the Lake.

**Illinois Audubon Society
Board of Directors
Advocacy Committee (Special)**

From our Long-Range Plan:

Passion and Commitment

We are committed to nature and to people. We share our passion with others to connect people with nature and to inspire everyone to be stewards of the environment.

Inspiring Action

We believe that every person can make a positive difference. Through education, personal discovery, and transformational experiences, we seek to foster a conservation ethic in current and future generations.

People and Community

We care deeply about our colleagues, our partners, our members, and the communities in which we work. We learn from their experience, expertise, and beliefs to build diverse conservation communities that welcome and respect all people. We encourage creativity, innovation, and action, while respecting individual points of view.

3.5 Review process to analyze and decide on advocacy issues as they arise.

3.5.1 Develop a stronger central, science-based advocacy function.

Based on a few recent requests for IAS support for letters of support, goal 3.5 of our current long-range plan, it's time to consider establishing a special committee on advocacy.

Appoint a Chairperson/Form Committee

Our bylaws require all chairs to be on the Board of Directors. At this time, we will seek an At-Large Member with the passion and skills for this committee.

Once identified and appointed, the chairperson would build a committee of board and non-board members to participate. These members would be recruited for their knowledge and experience in advocating for environmental issues, plus must agree with our mission and goals.

Selecting Appropriate Issue

There are three basic outcomes to a call for action; decline, act or defer to another entity for consideration. Therefore, the committee's top priority will be to create a decision tree, similar to the Land Protection & Stewardship module used to assess land purchases and donations. This process would define which issues presented would be addressed, who would address them and what method of communication is appropriate (action, letter of support, etc.) and who is responsible for this communication.

Evaluation

Once an issue has been identified that meets the criteria above, the committee will follow procedures, which they will have created, to investigate and make recommendations. This will include how to determine a reasonable timeline, assignment of tasks, how information and opinions will be shared, the methods for collecting information, documentation, mitigation of opposing viewpoints and preparing the final opinion.

Education/Action

The committee must fully understand how the Illinois Audubon Society, as a 501c3, can legally participate in advocacy action and influence. It will be important for them to communicate this information to our board, our chapters and our members-at -large as necessary.

They must learn and educate our board and members as to the appropriate ways in which they are allowed to represent the Society or their chapters.

The committee will be required to develop methods to engage our board members, chapters, members and supporters, where appropriate, in advocacy actions. How will these requests for action be communicated, how often and who will receive them?

The committee should stay up to date on issues important to our mission and prepare to take action as appropriate to keep our board and membership informed.

Involvement with other Entities and Organizations

The committee will work to build a network of partnerships with other like-minded organizations and legislators for the purpose of decision making and action steps. Strengthening our partnership with the Illinois Environmental Council is key – how can we utilize what they have to offer, how can we be of help to them? They bring a wealth of knowledge and a source of education that could well serve our chapters, but the methods for bringing the two together must be developed and delivered.

Building this network will also be key in the issues and calls to action that the committee decides not to address – are there others who would be better suited to help or service in those instances. (Similar to helping a landowner connect with a local land trust when the property presented does not meet our requirements for purchase or donation.)

Illinois Audubon Society Membership & Outreach Coordinator

The Illinois Audubon Society is a membership-based organization. Engaging, managing and retaining new members is a key focus for this position. The society's charter and nonprofit purpose is education. A primary focus must be educating our members and non-members on the importance of nature in our lives by methods of outreach that build on being diverse, equitable, accessible and inclusive.

The Membership & Outreach Coordinator is responsible for the creation, design and coordination of Illinois Audubon magazine, a quarterly magazine mailed to members. Maintaining a working relationship with authors and photographers is necessary. This position is also frequently called upon to evaluate documents, generated by staff, for correctness in style, punctuation and grammar.

1. Produce quarterly magazine
 - a. Establish and maintain relationships with printer, designer, authors and photographers
 - b. Produce annual report
 - c. Produce periodic magazine inserts and other publications as assigned
 - d. Maintain archive of published magazines
2. Solicit photo submissions from members and maintain shared photo resource
3. Draft and/or edit documents as necessary or as requested by staff
4. Work with the Editorial Board/Illinois Audubon Magazine Committee, to continually evaluate the influence, relevancy, accessibility and educational value of the magazine

The Membership & Outreach Coordinator is responsible for creating, editing and coordinating social media outreach to include, but not limited to, virtual, in-person, print and video.

1. Work to establish a brand image for the society across all media
2. Edit, update and develop new content as needed on the website
3. Maintain an online social media schedule shared with other staff
4. Create messages and request, coordinate and edit input from other staff or sources
5. Establish a method for communicating and repurposing messages across multiple platforms such as social media, website posts and email marketing
6. Establish relationships with press outlets across the state to grow awareness of the society
7. Maintain and create informational brochures, pamphlets, etc.
8. Serve as a resource to the chapters and board members in methods and best practices to increase media outreach
9. Respond to inquires received through social media; consult with staff on responses as appropriate

The Membership & Outreach Coordinator is responsible for building and maintaining the membership of the society.

1. Strengthen our brand image and increase awareness of the society's mission and "story"
2. Create and present presentations to chapters or other groups as requested to engage new members and inspire retention
3. Better connect our chapters to each other and headquarters
4. Help chapters increase their reach and capacity and help them remain vibrant
5. Monitor and help promote chapter events, programs, publications
6. Coordinate member field trips; create, schedule, promote and follow-up
7. Monitor membership numbers and trends; communicate same to chapters
8. Attend Membership & Education Committee meetings

IAS Land Protection and Stewardship Committee
Meeting Agenda
Saturday December 3, 2022

Within the organization's mission, expertise, and capacity, Illinois Audubon Society, through its Land Protection and Stewardship Committee, provides for long-term protection and stewardship of Illinois lands.

1. **Review/Amend/Approve Committee Meeting Minutes:** November 1, 2022 & November 9, 2022.
2. **Strategic Plan:** Review the planned revisions to the full Board. Discuss Preserve Designs/Management Plans.
3. **November 22, 2022 Budget Meeting:** Review.
4. **Recognition Policy on Naming Sanctuaries/Memorial Plaques:** Shall we discuss such a policy, and eventually send it to the Long Range Planning Committee?
5. **Kudos:** Lake-Cook Chapter Westleigh Property The Big Plant; War Bluff Valley Sanctuary Open House & Chili Cook-Off; H & B Bremer Sanctuary Annual Meeting & Hazelwood Bequest; Casper-Shipp Donation to Land Acquisition; Adams Sanctuary FeederWatch; Plum Island Eagle Sanctuary Tree Planting; Amboy Marsh/Gremel Veterans Flag Pole; Jo great Board Updates; Matt & Brian New Staff; and more!
6. **Old Business**
7. **New Business**
8. **Schedule Next Meeting**
9. **Adjourn**