

**For Immediate Release:**

**LETTER FROM AMERICAN BIRDING ASSOCIATION BOARD CHAIR DICK ASHFORD**

Dear ABA members,

I am pleased to announce that Jeffrey A. Gordon has been hired as President of the American Birding Association. Please join me in welcoming him.

As you know, I appointed a search committee last June to begin the process to identify a new President and chief executive officer. The search committee was chaired by Erika Wilson; working with her were Chuck Bell, Lou Morrell, and Kenn Kaufman. Over more than three months, they worked diligently to find our next leader.

After narrowing the field of applicants to four highly qualified (and well respected!) members of the birding community, the committee found itself in the privileged but still difficult position of having to choose the very best candidate for this unique and challenging job. I believe they succeeded. The board agreed, and acting on the committee's recommendation, voted unanimously to select Jeff.

Jeff has broad experience in the for-profit birding industry, including ecotourism, festivals, publishing, and optics. Many of you know him as a widely published writer and photographer. He is also a popular presenter at birding festivals across the country.

In addition to being well known throughout the birding community, Jeff is no stranger to the ABA. He has served as mentor to five ABA Tropicbirds youth teams - three at the World Series of Birding and two at the Great Texas Birding Classic. He also served as Field Trip Coordinator for the 2001 convention in Beaumont, TX, and as volunteer field trip leader at many other ABA conventions and conferences.

Jeff will assume his duties at ABA headquarters in Colorado Springs on November 1, 2010. In the meantime, he will be appearing this Thursday night at our Go Bird! event, already under way in Providence, Rhode Island and will attend our board meeting on Friday.

While Jeff has accepted the position of chief executive officer, currently titled as President, a proposed bylaw amendment is under consideration that would change the title to Executive Director. In any case, his responsibilities will not be affected.

Whatever the title, Jeff is the right guy for the job. That said, he will need the help and cooperation of our staff, our board, and our membership to meet the many challenges that lie ahead. Please give him your full support. Thank you.

Cheers,  
Dick

Dick Ashford  
ABA Board Chair

PS: Kenn Kaufman, who served on the search committee and has been a true champion of the ABA and its mission for decades, has a blog post up announcing Jeff's hiring. I encourage all of you to read it at <http://birdingwithkennandkim.blogspot.com/>