

MEADOWLARK

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President's Message

As the season of growth approaches, we at IOS are hoping for similar growth. We have had a steady increase in membership each year. But it's still a fairly regular occurrence to find birders who are not aware of IOS.

IOS is now poised for a healthy membership growth. We need a marketing coordinator to oversee a statewide plan to help increase our visibility and provide information to birders.

The marketing coordinator would find and oversee regional market coordinators and organize necessary mailings. Regional coordinators would gather names of prospective members, prepare a database of these names, and help the statewide coordinator with mailings such as press releases for current events and information about local bird clubs.

An operating plan will provide the main catalyst for new growth. Let me know if you want to be part of our marketing team.

Eric Walters

About Our Cover

Staff illustrator Brian K. Willis drew the cover illustration of Merlin, a rarity seen during the Illinois 1994 Spring Bird Count. For more information on results of the count, see pages 127-132.

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