

Los Gatos Birdwatcher



IN THIS ISSUE	PAGE
Count Down to Hanukkah and Christmas	1
SCVAS Christmas Bird Count	1
Upcoming Events	2
Small Business Saturday & Festival of Trees	3
Survey, Survey, Survey!	4
White Crowned Sparrow / Field Trips & Outings	4
Birding in Costa Rica with Lisa Myers	4
Services Available	5
Look What Freddy Found!	6
Coupon / Kids Corner	7
Adventures with Marley	8

Count Down to Hanukkah and Christmas

What is important this holiday season? Great Selection! Unique Gifts! Saving Money!



**Thursday, December 11 to
Wednesday, December 17**
– 15% off All Jewelry



**Wednesday, December 17 to
Wednesday, December 24**
– 25% off All Holiday Items
(including Calendars)



**Thursday, December 18 to
Wednesday, December 24**
– 15% off All Clothing
(including SOCKS!)



Thanks for Giving Week – November 17 through November 23

Los Gatos Birdwatcher is partnering with Los Gatos Magazine and Second Harvest Food Bank of Santa Clara and San Mateo Counties to bring hope, relief and security to our neighbors struggling with hunger. Our food drive will help the Food Bank stock their pantries for Thanksgiving and the upcoming holidays. We will have a collection bin ready to receive your donation of meals in a can (stew, chili, soup), peanut butter, 100% fruit juices, low sugar cereals, tuna or canned meat and canned fruits and vegetables. *Everyone who brings in a food donation will receive \$5 off a purchase of \$10 or more.*

Santa Clara Valley Audubon Society Christmas Bird Count



Be part of the century old "citizen science" wildlife census to assess the health of bird populations and to help guide conservation action. This year's counts are: 12/14 – San Jose, 12/15 Palo Alto, 12/27 Colero/Morgan Hill and 12/29 Mt. Hamilton. Check out the SCVAS.org website for all the details for these fun birding events.



Beginning Birding Workshop with Lisa Myers – Raptors!

Class: Thursday, November 20, 6:30 – 8:00 pm,

Field trip: Saturday, September 22, 8-10 am

The group of birds known as “raptors” is a favorite with everyone. Raptors, also known as birds of prey, are powerful meat-eating hunters found throughout the world. We’ll review the raptors found in the Bay Area, including in our own backyards, from Bald Eagles to falcons

Fee: \$20/per person

No workshop in December – too much craziness!



Understanding the Inner Workings of Birds with Author and Naturalist David Lukas

Saturday, December 13, 2014 11:00 – 11:30am with

15 minutes of Q&A at Los Gatos Birdwatcher

Have you ever found a bird feather or bone and wondered what you could learn from it? This brief talk will cover bird bones, feathers and muscles and how they work together to help a bird fly and live in its environment. Expect to learn a bit about both the inner and outer workings of birds.

No Charge, but call for to reserve your seat.

Small Business Saturday & Festival of Trees

– Saturday, November 29



The 2014 Festival of Trees at King’s Court kicks off on Small Business Saturday, November 29 from 12:00 – 4:00pm with entertainment, balloon artists and photos with an excellent Santa. We will also have a BIG sale table with great bargains.

Every year selected local schools and community organizations vie for cash prizes by decorating trees at the shopping center. All the organizations will be attending the festival kick-off and will be available to answer questions about their missions. The winners are determined by your votes. Until December 10th you can support these local organizations by voting for your favorite tree at the Los Gatos Birdwatcher and all the other retailers in the center. One vote per person, please. The Peoples’ Choice awards will be announced on December 20th and the top three vote getters will receive cash awards of \$500, \$300 and \$200 respectively. Be sure to come see all the trees so creatively decorated and support your favorite with your vote.



The Town of Los Gatos and King’s Court Center are participating in Small Business Saturday which falls on Saturday, November 29, between Black Friday and Cyber Monday. It

is the day communities celebrate the Shop Small movement and support small businesses that help fuel the economy and invigorate communities. It will also save you on gasoline. We are proud to be a small business and we are proud to support our community through tax revenue and through our extensive outreach and donation policy.

Mention Small Business Saturday on November 29, 2014 and receive a special discount of \$5 off purchase of \$10 or more

(not to be combined with other discounts, please.) For Small Business Saturday, Los Gatos Birdwatcher will be giving away the new John Muir Laws Yard & Garden ID Chart with every purchase of \$50 or more. This new ID chart is hot off the presses and we think you will be thrilled. We will also be doing some bird games throughout the day so pick up a game card and see how many you get right. Prizes will be awarded so come try out your birding knowledge.

Survey! Survey! Survey!

We don't do this very often because we know that you will let us know what you think in our conversations when you visit the store. We have a specific reason this time. Our lease expires on 12/01/15 and we start negotiations with our landlord 12/01/14. So we want to get some feedback from you about location, present or future. Fill out the survey below, bring it in and we will put it into a drawing for a gift basket from the store. **Deadline: November 31, 2014.**

1. How does the current location work for you? *(Select one)*
 - It is convenient as I do my other shopping within the King's Court Center.
 - It is convenient, but I only visit the King's Court Center to come into the Los Gatos Birdwatcher.
 - I find King's Court Center difficult to get to.
 - I like the current location, but I do plan my visit to avoid active time of the day for the center.
 - Other: _____

2. If the store were to relocate, would you be willing to travel to its new location? *(Select all that apply)*
 - No, Why? _____
 - Yes, I would welcome a new location if it were within 3 miles from the current location.
 - Yes, I would travel 3 to 5 miles from the current location.
 - Yes, I would travel 5 to 10 miles from current location.

3. Is there anything about the current location that you would like changed? *(Select one)*
 - Nothing - I like it the way it is now.
 - I would prefer better parking.
 - I would prefer the store stay open longer hours. Suggestion: _____
 - Other _____

4. Of all the services provided by the store, what are of the most interest to you? *(Select up to 3)*
 - Bird Seed, Squirrel Food, etc.
 - Bird baths
 - Feeders and Hardware
 - Gift Items
 - Clothing
 - Jewelry
 - Garden and House Décor
 - Children's Education ___ In Store ___ In School
 - Optics
 - Field Guides and Books
 - Workshops and Field Trips
 - Consultations
 - Coupons

If you have additional feedback regarding the store's current location, possible relocation or anything else that is on your mind, please use the lines below:

Thanks for your help and good luck on the drawing!

Bring your survey to the counter and give us your address so we can print a label.

Name Label for Drawing

The White-Crowned Sparrow – a Fall and Winter Visitor!

By Lisa Myers



Photo by: Brooke Miller

The White-crowned Sparrow is a beautiful backyard bird and many of you have reported their fall return to your yard. White-crowned Sparrows can be found along our coast throughout the year, but we do not see them in Santa Clara Valley until the fall. During migration, they are known to fly as far as 300

miles in a single night and they welcome the opportunity to find shelter, food and water in our yards. If conditions are right, they will stay throughout the winter and depart next April.

A rather large, long-tailed sparrow, they are most often found in numbers. As with many sparrows, they prefer to stay close to the ground and hide in low shrubs. So if you make a brush pile in your yard or allow your shrubs to get a little shaggy, this will entice the sparrows to hide out in your yard. The adult White-crowned Sparrows are pretty easy to identify because of their bold black and white crown stripes. The young birds born this past spring arrive as large as their parents but their crown stripes are brown and tan. You will often observe them together and all the crown sparrows lack any striping down the breast. The White-crowned Sparrows also have a sweet song that they continue to sing throughout the winter so you may hear them before you find them.

Field Trips & Outings

Saturday Morning Local Bird Walks

Join us most Saturday morning for an enjoyable meander looking for birds. Call the store Friday nights after 7pm to find out where we are going the next morning. Our local bird walks are from 8 to 10 am and we return to the store for bagels and shade grown coffee. Some of the nearby places we go to are Oka Ponds, Guadalupe Oak Grove Park, BelGatos Park, Almaden Lake Park, Shoreline and Charleston Slough.



No Charge.

Sunnyvale Audubon walks

**First Wednesday of the month
December 6, January 7, Feb 4**

Bring your binoculars (loaners are available) and meet Freddy at the **Sunnyvale Pollution Control Plant** where Borregas and Caribbean meet off of 237. After entering the plant turn left at the first stop sign and continue to the end of the parking area. We will see raptors, shorebirds, and lots of ducks.

No Charge.

Birding in Costa Rica with Lisa Myers of Let's Go Birding March 21 – April 1, 2015

This will be Lisa's fifth guiding trip to Costa Rica and she will team up with Erick Castro of Cotinga Tours to show you ten days of magical birds and wildlife in Northern Costa Rica. Some of the places you will visit are Sarapiquí, La Sleva Biological Station, Arenal Volcano National Park, Carara National Park and Cerro de la Muerte. The trip fills with 12 people so check your calendar and contact Lisa at www.lets gobirding.com for complete details. The comments from her last trip were superlative: "Awesome, spectacular, unexpectedly wonderful, wish I could do it all over again." G. M. "You have a very favorable ratio of birder to guide with six birders to one guide. The trip was well planned, organized and executed. Fabulous." C.



Services Available from the Los Gatos Birdwatcher

- **Feeder Cleaning** – Drop off your feeders any day of the week. We clean on Mondays and Thursdays, asking only a donation to one of six charities (Wildlife Center of Silicon Valley, Wildlife Education and Rehabilitation Center, Nike Animal Rescue Foundation, Friends of San Martin Animal Shelter, Injured and Orphaned Wildlife, and Henry W. Coe State Park Bat Project.). If possible, please bring your feeders in early in the day. We will call you by closing for pickup.

- **Frequent Buyer Program**, buy 9 bags 20# or higher of the same seed and get the 10th one free. Coupons do not apply.

- **Children’s nature programs** for pre-schools through 3rd grade. Also great for scout troops. For more information, ask for our new “Educational Programs Insiders Info” Sheet.

- **Outreach to community organizations** about birding. We have birding and “Show and Tell” programs ideal for gardening and other service groups.

- **Backyard Bird Consulting Program** - Freddy will come out and see what you have, what you want, and what might work. The consultation is about an hour and the cost is \$20, which will be applied to any purchase of new feeders, seed, baths, or hardware.

- **Birthday parties with Build a Seed Feeder workshop.** Bring 11 of your friends to the **Los Gatos Birdwatcher** (or at your desired location) and build a birdfeeder. Learn about the different birds that are likely to come to the small hopper feeder that you construct from a pre-cut wooden kit. (Includes a packet of seed, use of tools, and instruction.) **Cost: \$15 instructor fee + \$15/child.**

- We offer **Gift Certificates** and our popular “**Drop a Hint**” cards that allow you to choose a selection of gifts you would like (wish list) to be considered and when the gift giver comes in with the list, we know exactly what you want.



- Spend \$100 or more and receive our **reusable canvas tote** with royal blue handles – quite spiffy! The tote is also for sale for \$4.99 and would make a good “wrapping” for a gift.

- 15% off one item Coupon is available every two months. You don’t have to bring in the physical coupon, but you do have to let us know at the time of the sale that you would like to use it. We do not apply the coupon automatically. The coupon excludes optics, trips and sale items. Coupon does not apply to Frequent Buy purchases.

What Bird Is... ?

We hope you are having fun with these bird “mind teaser” quizzes. The answers are on page 7.

- ❶ What bird is a construction machine? _____
- ❷ What bird is slow? _____
- ❸ What bird is a heavenly punster? _____
- ❹ What bird would help in an oil spill? _____
- ❺ What bird is a beach musician? _____





LOOK WHAT
FREDDY FOUND!



Rain Boots and Gloves
– Perfect boots to do your rain dance in!



New Moth Trap
– These new traps have pheromones for both male and female moths.



Think Outside T-shirts
– Great message, Ladies' and Men's cut, stone wash colors.



Dish towels
– Excellent hostess gifts.



Holiday Socks
– They are flying out of the store. My favorite style is the "Snow Angel."



Bamboo Charcoal
– New Eco-friendly Odor Absorber in many sizes. I brought this product in for the shoe size for my hiking shoes. Works great.



Ornaments
– We are fully (and I mean FULLY) stocked with great bird and wildlife ornaments with a few Santas and Snowmen for good measure. We also have lots of Birdseed Houses in many different shapes and sizes.



New ID guides
– New John Muir Laws fold-out map and Quick Reference Guides with photographs rather than drawings.

Los Gatos Birdwatcher
King's Court Center
792 Blossom Hill Road
Los Gatos, CA 95032

#C1214

/ 2014

Pay to the order of Our Loyal Customer

15% Off One Item

Memo: Expires 12/31/14

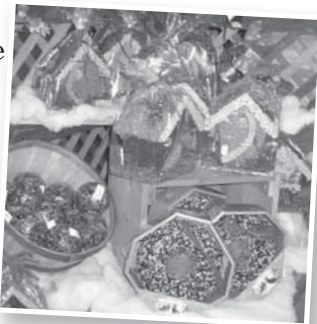
One coupon per customer, please.

Excludes sale items, excursions, and optics.

Please mention or bring in. Frequent Buyer does not apply. Not to be combined with any other offers.

Edible Ornaments and Seed Birdhouses

Dress up your yard and feed the wildlife. We just got our order of seed ornament garlands, seed covered birdhouses in several designs, seed ornaments in holiday shapes, and seed ball ornaments. For more ideas on ornament projects that you can do at home, pick up our Los Gatos Birdwatcher Insider Information Sheet on Edible Ornaments. There you will find detailed instructions for pinecone feeders, cookie cutter ornaments, peanut garlands, and orange baskets.



Answers to What Bird is...? From page 5

1. Crane
2. Creeper
3. God Wit
4. Skimmer
5. Sand Piper

Kid's Corner

Call 358-9453 to
reserve your space.

Reservation
Required

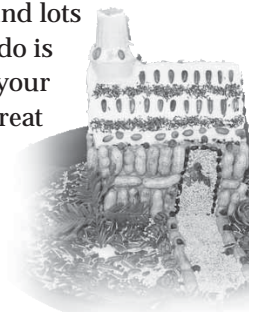
November GingerSeed House Tradition Ginger Seed House Workshop

Friday, November 28th, 3-4:30 PM

For the whole family: Join our after-Thanksgiving tradition. Don't miss this special family activity as we build festive houses together out of seeds for the birds and squirrels in your neighborhood to feast on. Wear clothes that you don't mind getting grubby. A great opportunity to create this masterpiece without having to fuss with the mess! (Not appropriate for anyone with peanut allergies.)

Ginger Seed House Kits

Ginger Seed House kits will be available to take and make on your own on November 24th. A sample will be available in the store to provide inspiration. For \$25 we provide all the basics; seed block for the foundation of the house, matzo for the roof, ice cream cone for the chimney and lots of different seeds for the decoration. All you do is supply a cookie sheet, the peanut butter and your imagination! Ginger Seed House kits make great gifts for families. (We can make special "no peanut" kits upon request, just call to order.) kits make great gifts for families. (We can make special "no peanut" kits upon request, just call to order.)



Los Gatos Birdwatcher

PRESORT STD
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King's Court Center
792 Blossom Hill Road, Los Gatos, California 95032
408/358-9453
email: info@losgatosbirdwatcher.com
website: www.losgatosbirdwatcher.com



Return Service Requested



Printed on
recycled paper

Adventures with Marley

I have been with my Mommy and Daddy for a whole year now. Thank you to everyone for all the tummy rubs and love you have given me while I have been settling into my new job as store dog.



Holiday Hours

Friday, Dec. 19 and Saturday, Dec. 20 10am – 7pm
Sunday, Dec. 21 11am – 5pm
Monday and Tuesday, Dec. 22 – 23 10am – 7pm
Christmas Eve - Wednesday, Dec. 24 9am – 4pm
New Year's Eve - Wednesday, Dec. 31 10am – 4pm
Closed Thanksgiving, Christmas Day and New Year's Day

Store Hours

Monday – Saturday: 10 a.m. to 6 p.m.
Sunday: 12 noon to 5 p.m.

