

**Store Location****King's Court Center**

792 Blossom Hill Road

Los Gatos, CA 95032

408-358-9453

info@losgatosbirdwatcher.com

www.losgatosbirdwatcher.com

Store Hours Mon–Sat • 10 AM–5 PM | Tues • 10 AM–7 PM | Closed Sundays

Our Anniversary Celebration - It Was Quite the Bash!

By Lisa Myers

We want to thank all of you that came to our 30th anniversary celebration on Sept. 20. My staff worked really hard and played hard too while mingling with everyone. The celebration included the ambassador birds and volunteers from WERC, plus two very popular presentations – one on Monarch Butterflies by Tara Johnson and I got to talk about my favorite group of birds, the cranes. We also answered many questions about binoculars during an “optics lab.” Our seed rep Mike was here from Volkman to answer all your questions about what makes our seed different than what you find in the big box stores.

Store founder Freddy Howell was here too and got to visit with the customers she once served when she owned the store for the first



Freddy and Lisa

20 years. Hard to believe its been 10 years since I bought the store.

It takes a lot of hard work to keep a small business going strong in today's climate between the ever changing economy and the need to compete with Amazon. We are so very fortunate to have a local community that appreciates nature and the Los Gatos Birdwatcher. We had hundreds of folks stop in during our celebration, and we received the nicest compliments for what we do and for being a valuable community resource. Your kind words inspire us to keep doing what we are doing.

– *Thank you.***The Los Gatos Birdwatcher Team**

Back Row: Amy, Kathleen, Freddy, Lauri & Jessica.

Front Row: Christopher, Lisa M, Lisa V.

The Holidays Are A Busy Time

We are the go-to store during the holidays. Some come to us for specific wild bird items year after year like our seed wreaths and seed houses. *Its a tradition!* Others come to us for their annual purchase of holiday socks, holiday cards and holiday décor. But we also bring new items into the store all the time for those that are looking for something new, and as always we offer holiday gift wrapping.

Holiday Hours

Wed, Nov 26 • 10 AM – 3:30 PM | Tue, Dec 24 • 10 AM – 3:30 PM | Tue, Dec 31 • 10 AM – 3:30 PM

(CLOSED Nov 27, DEC 25 & Jan 1, 2026)

**OUR MISSION IS TO EDUCATE, SHARE ADVENTURES, AND HAVE FUN THROUGH EXPERIENCING BIRDS AND NATURE.**



Tour Division of the Los Gatos Birdwatcher sponsors weekend bird walks. Dates and locations are listed below and on our website. Unless it is a special workshop, these walks are free and open to all birding levels, but pre-registration is required. Please refer to our website for details per adventure and then call the store to register at **408-358-9453**.

Oct. 4	Wild Life Fair at West Valley
Oct. 10	Rancho San Vicente – FULL
Oct. 11	East Foothills Private Property
Oct. 26	Santa Clara Valley Water District Headquarters
Nov. 15	Vasona County Lake, Los Gatos
Nov. 22	Sunnyvale Baylands Park
Dec. 6 & 7	Sandhill Crane Weekend in Lodi



Bird ID Workshops
ID Workshops & presentations at The Terraces will return next year.

Santa Clara Valley Bird Alliance's Wild Life Faire

Saturday, October 4 • 10 AM – 3:30 PM • Free
– no registration required



Join us as we participate in the Santa Clara Valley Bird Alliance's Wildlife Fair – Celebrating 100 Years of Conservation & Community! This festival will celebrate conservation work across Santa Clara County, feature speakers from environmental organizations involved with everything from bird monitoring to habitat restoration. We'll be there to answer your questions about backyard bird feeding. We'll also have a Nikon optic's expert there to answer all your binocular questions. **Location:** West Valley College, 14000 Fruitvale Ave. Saratoga, CA, 95070

Raptors and More at Rancho San Vicente

Friday, October 10 • The walk is currently full.

This tour was scheduled in partnership with the Santa Clara Valley Bird Alliance's Centennial Celebration. Lisa will lead a morning walk at Rancho San Vicente open space which is part of the Calero County Park. This park of rock-strewn grassy hillsides and scattered oaks is located in the south end of Almaden Valley. With fall migration underway we will be on the look-out for a variety of raptors that find this habitat ideal from falcons to eagles. Registration is through the Santa Clara Valley Bird Alliance.

A Morning in The East Foothills Reverting the Land Back to Nature – Fundraiser for SFBBO

Saturday, October 11 • 9 AM – 1 PM

As part of SFBBO's 2025 annual fundraiser, the California Fall Challenge, the Los Gatos Birdwatcher has partnered with customer LC Boros for a special morning and lunch tour of LC's private East Foothills property, fondly known as Purgatory Auto Works & Dinosaur Farm. Once an overgrazed site, the property has been transformed into a thriving native habitat where more than 110 bird species have been documented.



LC will explain how their targeted land management and the re-seeding of native grasses is helping attract wildlife back to their land: California Quail, American Badgers, Great-Horned Owls, Bobcats, Wild Turkeys, and more. The centerpiece is a 60-year-old Mid-Century Modern "glass house" carefully made into a bird-safe home. This is a CFC fundraiser with 100% of the proceeds going to SFBBO. Please join Lisa for a fun, educational tour in the Mt. Hamilton Range. **Reserve now: 408-358-9453. Tour fills at 20—\$50 per person and includes lunch.**

Special Visit: Come Learn All About Bats – Live At The Store

Saturday, November 15 • 10:30 AM – 1:30 PM

NorCalBats is dedicated to the rescue, rehabilitation and release of bats throughout Northern California. They are committed to public education regarding the environmental benefits of bats, and dispelling fears and myths that lead to their death. We are excited to have NorCalBats at the Los Gatos Birdwatcher. They will bring live bats found here in California and presented for viewing and discussion.

All the bats you'll see are certified as non-releasable by California Department of Fish & Wildlife and the U.S. Department of Agriculture—injury precludes them from surviving in the wild. We invite you to come learn about these mammals and their importance as insect control. This event is free but NorCalBats is funded through donations so we hope you'll bring



some extra cash to put into their donation box.

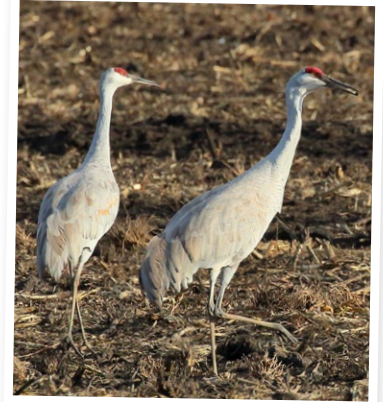
Call to register
408-358-9453.

Bat in hand
– Marianne Hale

Sandhill Crane Weekend in Lodi – Leader Lisa Myers

Saturday & Sunday, December 6 & 7

Lisa Myers is going to Lodi and you are invited. We'll leave the Bay Area early Saturday morning and return Sunday evening. We'll bird the areas around Lodi where the wintering Sandhill Cranes can be found. We'll also look for the many other families of birds like waterfowl and raptors that also spend the winter in the Central Valley. We'll spend Saturday evening in Lodi where we'll dine together and celebrate our day.



Pair of Sandhill Cranes
– Tony Woo

There is no fee for this adventure so participants will be responsible for all their expenses from the hotel room, to gas, food, and refuge entrance fees. Participants will drive themselves or carpool. Hotel location will be provided and everyone will reserve their own room. Rain does not cancel – water off a crane's back. If you want to learn more or save your spot please email Lisa at lisa@letsgobirding.com.

Feeding Wild Birds During Migration

Customers have asked if they should take down their feeders this time of year. Will feeding the birds keep the birds from migrating? The answer is "No". Some of the species in your yard like towhees, Bewick's Wrens, and Chestnut-backed Chickadees are "resident" which means they live here all year long, so they will continue to enjoy the seed you offer. The species that migrate like Black-headed Grosbeak, White-Crowned and Golden-Crown Sparrows do so out of instinct. The need to migrate is great and influenced by length of day, outside temperatures and hormones. So they will leave regardless of your feeders.



Spotted Towhee – Tony Woo

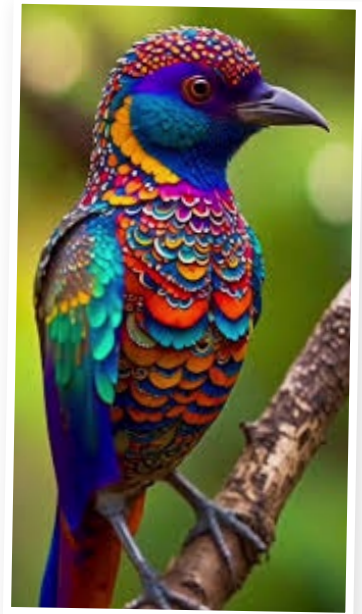
And migrating takes a tremendous amount of energy. Providing food, fresh water and a safe place to rest can help them on their journey. Plus, we have paved over and altered a tremendous amount of habitat thus eliminating places where the birds once found food. And remember, some species will arrive and stay in your gardens throughout the winter. So go ahead and keep both your seed feeders and your hummingbird feeders clean and full and the birds will appreciate the help.

Artificial Intelligence “AI” and Birds

By Lisa Myers

Artificial Intelligence, also known as “AI” is quite the topic these days. A student can now use Artificial Intelligence to write their school papers, and corporations can use AI to create all their marketing materials. One area we have seen AI being used is in the creation of birds that do not exist in nature. You may have seen one of these incredibly beautiful and colorful birds come across your social media account. These AI birds are often so beautiful your friends share the pictures in amazement.

We have also seen videos showing fake AI birds doing things wild birds would not. But you have to have some bird knowledge to recognize that the video is fake. One may ask, “*So what’s the harm creating fake nature?*” I guess all in all it’s not that big a deal, kind of like watching a cartoon, however, if the public starts to believe these images they will not be able to recognize the real thing over imaginary. Mis-information may become something people start to believe or even teach to others, which could lead to problems; at some point this could harm nature or the person who does not know how to tell the real birds from AI.



AI Bird



Honoring Veterans with a 20% Discount November 9–29

November 11th is Veterans Day, a day to honor all our veterans. The Los Gatos Birdwatcher also wants to honor our vets and to do that we are giving veterans 20% off their entire purchase **Saturday, November 9 through Saturday Nov. 29.**

DID YOU KNOW?



Many of the songbirds in our fall gardens arrive under cover of night. Flying after dark helps them avoid predators like hawks while taking advantage of cooler, calmer air. Some follow routes taught by parents, while others rely on instincts in their DNA. To stay on course, they navigate by the stars or sense the Earth’s magnetic field.



LOS GATOS
Birdwatcher

Loyal Customer Discounts

Loyal Customers are in our store's database and receive: one email per month, our seasonal newsletter, two 15% off coupons each quarter, and enrollment in our frequent buyer program.

**15% Off
Seed**

Loyal Customers mention this coupon and get 15% off one item. Excludes consignment items, Haikubox, sales items, excursions, optics.

**15% Off
One Item
(not seed)**

Loyal Customers mention this coupon and get 15% off one item. Excludes bird seed & chicken feed, consignment and sale items, Haikubox, excursions, and optics.

Frequent Buyer Program: Buy 10 bags of the same seed 20 lbs or higher at full price and get the 11th bag free.

One coupon per customer. Not to be combined with other offers. Coupons Expires December 31, 2025