

It's official! The Pomona Valley Audubon Society is now the Pomona Valley Bird Alliance (PVBA). You'll start seeing our new name across all communications beginning this season.

"The new name is more contemporary, welcoming and inclusive and better aligns with our mission and values," said Tina Stoner, PVBA president.

"And while we have a new name, we still have the same mission: to promote the protection, appreciation and enjoyment of birds and other wildlife through recreation, education and conservation," she said.

The word "Alliance" reflects the strong network of members, donors, volunteers, and community partners who work together to advance our mission, Stoner added.

PVBA remains a local chapter of the National Audubon Society, with all the benefits of affiliation. Our chapter will also retain its signature logo featuring our mascot, the Acorn Woodpecker.

The name change wasn't undertaken lightly. The process began in July 2023, when the board formed a committee to survey members and explore options. After months of discussion and input, the board unanimously adopted the new name in November 2024.

Key board members have been working overtime in recent months to make all the necessary legal and financial changes behind the scenes to officially adopt the new name. Members don't need to do anything, and their membership is unchanged.

The board considered a name change after learning more about John James Audubon's ties to slavery and opposition to abolition. Although Audubon authored and illustrated the seminal "Birds of America," some members felt a continued association with him might discourage newcomers. The new name emphasizes inclusivity and a welcoming spirit.

PVBA joins many local chapters that have dropped "Audubon" from their name. Several California chapters also use the name "Bird Alliance," including San Diego Bird Alliance, Golden Gate Bird Alliance, Santa Clara Valley Bird Alliance and others.

Our new website is pomonavalleypvba.org. The old address will automatically redirect, so you'll always find us.

-###-