



Tribute **John Flicker**

“WHEN IT COMES TIME to make hard choices, people fight to protect the things they really value. Conservation will only work if people care about and value nature. We have learned over the years that direct experiences in nature are the best, if not the only way, for people to gain a genuine and lasting appreciation of the environment we share with birds and other wildlife.”

As a boy growing up on a Minnesota farm, John Flicker felt his imagination soar when he witnessed a flock of snow geese in flight. He went on to describe that encounter as a “wow experience,” and it helped set him on the path toward a career in conservation. A few decades later, in 1995, he became Audubon’s President and CEO, and served in that role until he stepped down in 2010.

John’s legacy of conservation achievements at Audubon runs broad and deep. He oversaw the launch of our Important Bird Areas program. He led successful campaigns to address critical environmental challenges throughout the U.S.—from the Alaskan tundra to Long Island Sound, and the Mississippi River watershed. And he brought “wow experiences” within reach of more children, families, and communities. Under his leadership, Audubon added more than two dozen Audubon Centers—including 12 in urban areas such as Los Angeles, Brooklyn, Phoenix, Seattle, Dallas, and Columbus. We are grateful for his leadership, vision, and passionate commitment to conservation during the last fifteen years.