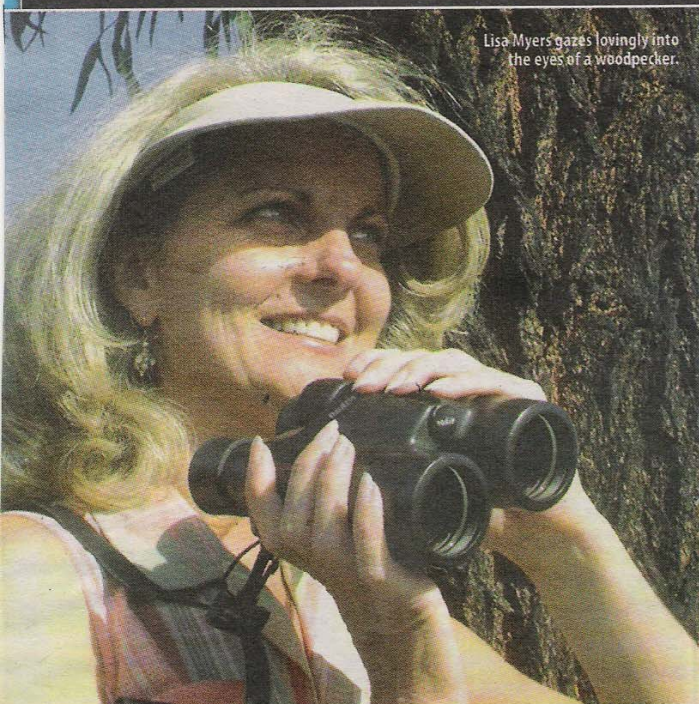


THE WAVE

MAGAZINE

SPOTLIGHT

→ MEET YOUR NEIGHBOR



Lisa Myers gazes lovingly into the eyes of a woodpecker.

Meet Your Neighbor

“The Bird Watcher”

BY JAMES REID

5 evening
magazine

Catch “Meet Your Neighbor” on CBS 5, Evening Magazine.

NAME: Lisa Myers CITY OF RESIDENCE: Campbell, CA

People from all walks of life are flocking to Lisa Myers. Sure, she has a dynamic personality and quick wit, but it's her soaring passion for the Rufous-tailed Jacamars of the world that's made her one of the fastest growing businesswomen in all of Silicon Valley. You can even give Lisa as a present! (Easy there, gentlemen.)

“I'm a birthday, anniversary and a special reunion gift. I go to people's homes when everyone's gathering and I walk them around their property and tell them about all the birds they have.” That's right. Lisa's booming business, Let's Go Birding, is trying to eradicate the stereotype that birding is a nerd sport.

TAKING FLIGHT

Not long ago, the Campbell resident was given her walking papers from a dot.com job. While many would think getting the axe is for the birds, Lisa took her lifelong love of birding and turned it into a full-time career.

“Does this beat the dot.com world? Well, yeah,” says Myers, who has been leading bird watching groups all around the South Bay. “Sitting in a cubicle the entire day, missing the sun coming up and going down; it's a no-brainer. If everybody's having a good time, they'll come back and do it again.”

“One gentleman loved to barbecue and his wife gave me as a birthday gift, because he sits out by the barbecue and notices all the birds, but he doesn't know what they are. So now, when he's out flipping burgers, he knows what's coming into his yard.

FEATHER IN HER CAP

“The Marbled Godwit is digging his head so far down, he's got muck all the way up to his eyeballs,” Lisa tells her flock of 10 avid disciples on a recent trip to the Palo Alto Baylands.

With over 900 species of feathered friends all across North America, there's a lot of ground to cover. Students of Myers' are treated to more than just the excitement of spotting a Cedar Waxwing, Black-Bellied Plover or an Orange-crested Manakin. There are the oft-mentioned naughty bird names and wacky trivia that will score you points at your next cocktail party. “Who knew that the California gull is the state bird of Utah? You might need that on *Jeopardy* some day.”

FLIPPING BIRDS

While Lisa has set out to make birding a memorable, light-hearted venture, she notes that having fun makes for a more user-friendly experience.

“The more people appreciate the birds, the more chance the birds will be able to be here. It took somebody to say that condors are worth saving for something to happen.”

For Lisa, getting the dot.com boot was the best thing that's ever happened to her. “The experience out here by far beats making sure there's enough coffee for the staff meeting every day. Everybody at the company I used to work for is taking full credit. They think if they hadn't let me go, I wouldn't have done this.” **TV**

For more information, visit www.letsjobirding.com.

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