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BIRDS GEORGIA NAMES ADAM BETUEL AS NEW EXECUTIVE DIRECTOR

(Atlanta, Ga.) November 10, 2025 – Birds Georgia has named **Adam Betuel** as its new Executive Director. Betuel has been with the organization since 2015 and previously served as Senior Director of Programs and Director of Conservation.

As Executive Director, Betuel will be responsible for enhancing Birds Georgia's programs through organizational development, impactful advocacy, and continued growth. In addition to these strategic initiatives, he will oversee a roughly \$2 million budget and ensure the long-term viability of the organization through successful fundraising, in cooperation with the board and staff, to meet the financial and strategic needs of the organization.

Birds Georgia is a member-supported, 501 (C)(3) non-profit corporation building places where birds and people thrive. The organization creates bird-friendly communities through conservation, education, and community engagement along with activities that build community and foster the joy of birding.

“Adam’s proven leadership in bird conservation and his deep commitment to Birds Georgia make him the ideal person to guide the organization into its next century,” says Marc Goncher, Chair, Board of Directors. “As we approach Birds Georgia’s 100th anniversary in 2026, Adam’s vision and dedication will help us celebrate a remarkable legacy while expanding our impact for the future of Georgia’s birds and communities.”

Adam Betuel has led Birds Georgia's conservation efforts for more than a decade, transforming the program from a single part-time role into a statewide team of six full-time professionals. He has secured and managed more than a million dollars in grants, expanded habitat restoration work, and cultivated philanthropic partnerships to advance the organization's mission. Betuel spearheaded the development of Project Safe Flight and Lights Out Georgia, now among the strongest bird-collision prevention programs in the Southeast. Betuel has represented Birds Georgia at state, regional, and national conferences, been featured in various media outlets, and led dozens of Birds Georgia travel programs to birding destinations around the world.

A trained ornithologist, Betuel received his Bachelor's Degree in Zoology and Animal Biology from The Ohio State University in 2007, and led a graduate study at Indiana State University from 2010 to 2015 on the molecular ecology and breeding behavior of the White-throated Sparrow. He just completed two terms as the second vice president of the Georgia Ornithological Society and is currently an official eBird Reviewer. He lives in Kennesaw with his wife and daughter.

"It's an incredible honor to lead Birds Georgia at such a pivotal moment in our history," says Betuel. "I'm excited to continue growing our conservation impact, connecting more people with nature, and celebrating 100 years of protecting and enjoying Georgia's incredible birds."

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About Birds Georgia: *Birds Georgia is building places where birds and people thrive. We create bird-friendly communities through conservation, education, and community engagement. Founded in 1926 as the Atlanta Bird Club, the organization became a chapter of National Audubon in 1973, and continues as an independent chapter of National Audubon Society. Birds Georgia will celebrate the Centennial in 2026. Learn more at <https://www.birdsgeorgia.org/>.*