



## July 2021 Newsletter

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### Monthly Conservation Note

#### The Hazards of Popularity

Most of us love to travel, and this can be readily observed by the explosion of people in airports and on the roads this summer in the northern hemisphere. Despite the Delta variant, massive heat waves and wildfires, the perennial threat of tropical cyclones, and the discomfort of too many people and too few hotel rooms and campsites, people have "hit the street" en masse. While in the field recently in west Broward County, Florida, along the eastern edge of the Everglades, we witnessed long lines waiting for airboats at the Sawgrass Recreation Park and Everglades Holiday Park. In July.

We also love our parks and some, like the most popular national parks in the United States, are bursting at the seams, especially at the most popular destinations like Great Smokey Mountains and Yellowstone. Glacier National Park has gone to a permit system to travel by car along its popular Going-to-the-Sun Road. To this mix we add the cell phone and GPS technology. We are already familiar with people injuring themselves or tragically falling to their deaths trying to snatch the perfect selfie. But photos shared on social media that are Geotagged, that is have imbedded

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Sustainability | Visit Jackson Hole  
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**TAG LOCATIONS  
RESPONSIBLY. KEEP  
JACKSON HOLE WILD.**



In Jackson Hole, our lands are highly 'grammable because of a tradition of preserving the wild. Unfortunately, every time someone tags the precise location in an epic nature photo, it brings excess traffic that's harmful to the environment. As champions of conservation, we ask that you share your photos using a generic location tag:



coordinates or labels, can be hazardous to sensitive plants, animals, and ecosystems when purposefully or unwittingly shared.

The sensitivity of geographic data has long been known, and processes to prevent abuse are in place on many platforms. Obvious are locations of animals and plants subject to poaching, like charismatic orchids. But places are also vulnerable to popularity, and Geotagging on social media platforms poses a real danger. Viral geotagged photos are causing little known destinations to go from a handful of visitors a year to hundreds or thousands, bringing along parking issues, littering, and impacts to plants and animals. So next time you find yourself in a beautiful place in nature enjoy it and, if you want, take a picture of two. But if you are going to Geotag your photo, please keep the location a little "fuzzy". Mother Nature would appreciate it.

**George Gann**

*Founder and Executive Director*

A plea to avoid precise geotagging in the Grand Teton region, Wyoming, produced by the Jackson Hole Travel & Tourism Board and the Jackson Hole Chamber of Commerce.



A photo from Grand Teton with the coordinates removed.



**Thank you** to all who have supported IRC's programs in the last two months.

Charities Aid Foundation of America & David Conner.

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While we get funding for some great projects, those funds rarely cover all of our costs, so we really do need your support to continue our important work.

IRC has an E-Trade account. Please

Thank you to recent Natives for Your Neighborhood (NFYN) Sponsor, Indian Trails Native Nursery, for their continued support! [Indian Trails Native Nursery](#) is a wholesale native nursery that provides a variety of plants for gardens and pollinators, as well as, consultation services.

Donations allow us to provide important conservation services such as improving our free online resources, increasing protection of rare plants and animals, restoring native ecosystems, and advocating for better public policy.

contact us about giving gifts of stock.

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## "Meet Our Team" Spotlight

### Great Work, Donnie!

Congratulations to Donnie Faughnan who was recently promoted from field crew member to field crew leader with IRC! Donnie started with us nearly two years ago and has been a vital part of our Pine Rockland Initiative program. He will now be able to continue his passion for restoration by overseeing a crew of IRC restoration technicians.

Thank you for your hard work and dedication, Donnie!



## Wildlife Photos for Natives For Your Neighborhood Needed

Atala

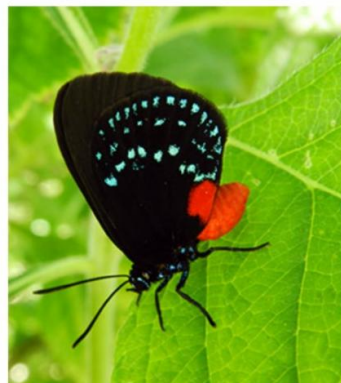
*Eumaeus atala*

Lycaenidae

### Description:

Small butterfly with a wingspan up to 2 inches. The abdomen is red-orange. The upperside of the male wings is deep black with an iridescent blue or teal green overlay and markings. The female has a bright royal blue iridescent streak at the base of the forewings and iridescent blue spots at the base. The underside of the wings on both is dull black; the hindwing has a large red-orange spot and three rows of irregular iridescent ultramarine spots. The eyes are ringed with ultramarine. Caterpillars are bright red, with two rows of lemon-yellow spots on the upper side.

### Range:



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One of the ways we are updating the pollinator pages in Natives For Your Neighborhood (NFYN) is by making sure each species of butterfly has photos included on its page. [Click here](#) for a list of butterfly species that still need photos in NFYN. If you have pictures of eggs, caterpillars, or butterflies of any species on our list, share them with [Cara Abbott](#). Photo credit will be used with each of your photos used on our website.

We also plan on expanding the wildlife included in NFYN beyond just butterflies. Do you have any photos of other wildlife (bees, beetles, moths, birds, etc.) utilizing native plants that you would be willing to share with us? If so, send them to Cara Abbott with a brief description of what is included in the photo.

## Help IRC Get Top-Rated Ranking



If you love our work, then tell the world! Stories about how you've volunteered with us, used our free online databases, or learned something new from a workshop from people like you will help us make an even bigger impact in our community. GreatNonprofits – the #1 source of nonprofit stories and feedback – is honoring highly regarded nonprofits with their 2021 Top-Rated List.

Won't you help us raise visibility for our work by posting a brief story of your experience with us? All content will be visible to potential donors and volunteers. It's easy and only takes 3 minutes! [Click here](#) to get started!

We are a nonprofit conservation organization exempt from taxes under the  
U.S. Internal Revenue Code Section 501(c)3.

The Institute for Regional Conservation | [Website](#)

