

Brand Recognition: do we need a new name for mammal watchers?

During an interval in a recent search for pacaranas, my wife Aram Calhoun, asked why there is no equivalent to “birders” for folks who watch mammals. I reminded her that “tickers” and “twitchers” are also used for especially keen birders and that inspired her to suggest that the mammal-watching community call ourselves “titchers,” thus giving a nod to the mammary glands that distinguish our passion. **What do you think we should call ourselves?** “Mammalers” is simple and analogous to birder and herper, but is there another, more creative alternative? All suggestions and reactions are welcome.