

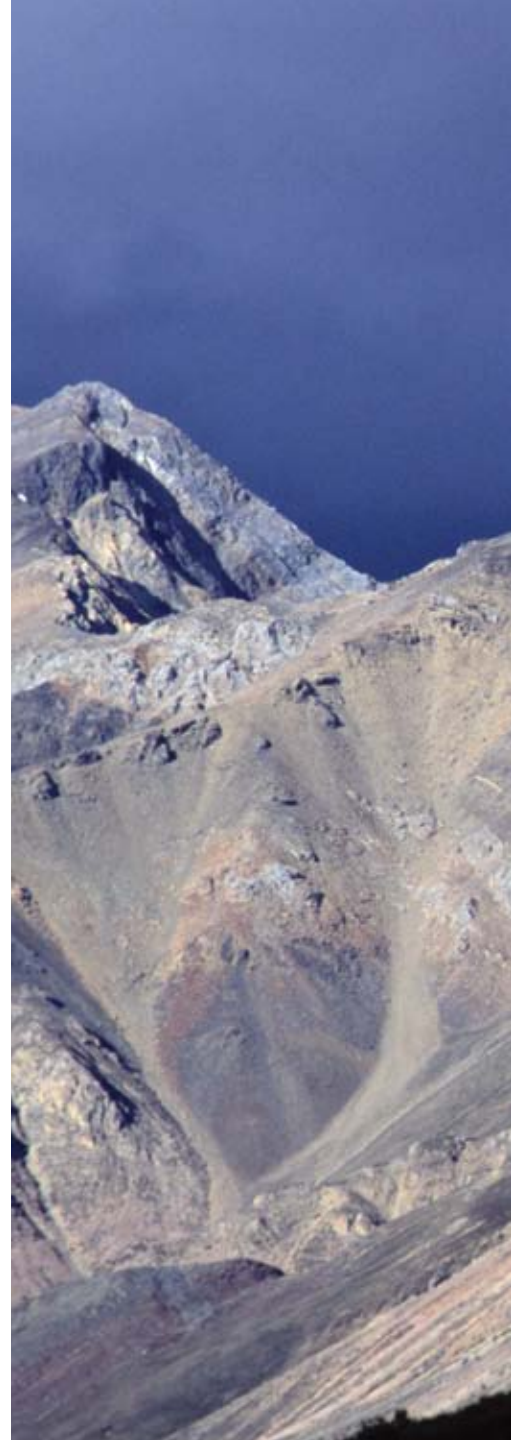


Entering our third decade of leveraging outdoor industry support for conservation, The Conservation Alliance enjoyed another productive year in 2010. Our primary function remains unchanged. We collect annual membership dues from outdoor industry companies, and grant 100 percent of those dues to organizations working to protect specific wild lands and waterways throughout North America. When appropriate, we supplement those grants by facilitating opportunities for our member companies and their employees to become more involved in our grantees' campaigns. Here are the highlights from 2010:

- ☞ We contributed \$900,000 to 32 organizations working to protect and restore North America's wild places.
- ☞ Our grantees delivered eight important conservation victories, protecting 1,564,000 acres of land and 700 river miles, removing two dams, and acquiring one popular climbing area.
- ☞ We added 29 new members.
- ☞ We established our new Pinnacle Level of membership for members that contribute at least \$100,000 to the Alliance, and recruited six companies into that group: Patagonia; REI; The North Face; Eastern Mountain Sports; KEEN, Inc.; and Merrell.
- ☞ We added \$385,000 to *The Conservation Alliance Legacy Fund*, an endowment to provide a permanent source of operational funding for the Alliance. Since launching the endowment drive, we have raised \$2.762 million in donations and commitments.
- ☞ Our fourth annual *Ads for the Earth Auction* raised \$113,860, which we directed into our grant fund.
- ☞ Through our *Walking the Talk* program, we facilitated 21 opportunities for our member companies to become directly engaged in the conservation work of our grantees.
- ☞ We organized eight *Backyard Collective* events, on-the-ground stewardship projects designed to give employees of our member companies the opportunity to volunteer for our grantees.

Year after year, it is exciting for us to serve as a connecting point between the outdoor industry and the conservation community. We share a commitment to protecting North America's wild places for their habitat and recreation values, and are pleased to bring business funds and voices to bear on conservation campaigns.

John Sterling EXECUTIVE DIRECTOR
john@conservationalliance.com





2010 Grants

In 2010, The Conservation Alliance distributed \$900,000 to 32 organizations working to protect wild places throughout North America.



BONNIE RICE

Adirondack Mountain Club

www.adk.org
Lake George, NY

\$25,000

Through the *Save Allegheny State Park Campaign*, AMC seeks to ensure protection of Allegheny State Park from proposed hydro-fracking mining by purchasing sub-surface mineral rights by the state, or by designating the area a Park Preserve.

Alaska Wilderness League

www.alaskawild.org
Washington, DC

\$35,000

The *Arctic National Wildlife Refuge National Monument Campaign* will encourage President Obama to designate the Coastal Plain of the Arctic National Wildlife Refuge a National Monument.

American Rivers

www.americanrivers.org
Seattle, WA

\$20,000

Through the *North Cascade Wild Rivers Campaign* AR seeks to secure 150 miles of permanently-protected pristine, wild rivers in the North Cascades that are resilient to climate change impacts, support vibrant fish and wildlife populations and provide inspirational outdoor experience for current and future generations.

American Whitewater

www.americanwhitewater.org
Cullohwee, NC

\$30,000

The *Wild Olympics Campaign* aims to protect two dozen Wild and Scenic rivers representing more than 450 river miles, new wilderness areas that protect key watersheds, and additions to Olympic National Park that enhance watershed protection.

Appalachian Mountain Club

www.outdoors.org

Boston, MA

\$25,000

The *Campaign to Protect and Promote Maine's 100 Mile Wilderness Region* seeks to protect at least 60,000 acres of new conservation lands adjacent to 66,500 acres of existing AMC conservation lands in the 100-Mile Wilderness Region of Maine.

Appalachian Voices

www.appalachianvoices.org

Boone, NC

\$35,000

The *Stop Mountaintop Removal Campaign* aims to protect some of America's most diverse forests and rivers from the devastating practice of mountaintop removal mining by passing a law while fighting ongoing mining permit by permit until the practice can be outlawed.

California Wilderness Coalition

www.calwild.org

Oakland, CA

\$25,000

The *California Desert and San Gabriel Mountains Wilderness Campaigns* seek to pass legislation protecting up to 1.6 million acres of public land in California's desert and San Gabriel Mountains.

Canadian Parks & Wilderness Society – Yukon

www.cpaws.org

Whitehorse, Yukon

\$35,000

Through the *Peel River Watershed Campaign*, CPAWS will work to secure strong protection for all or most of the Peel watershed, with significant First Nations participation in long term policymaking and management.

Colorado Environmental Coalition

www.ourcolorado.org

Denver, CO

\$32,000

The *Hidden Gems Wilderness Campaign* seeks to protect wilderness quality lands in Colorado for the benefit of their wildlife populations, scenery, backcountry recreation opportunities, importance to Colorado's long-term economic prosperity, and the many important environmental services they provide.

Colorado Mountain Club

www.cmc.org

Golden, CO

\$20,000

The *Campaign to Restore the Quiet Experience* aims to restrict snowmobiles to one loop opportunity in the 10,000 acre Hahns Peak planning area and preserve the integrity of the 100,000 acre Handies-Redcloud citizens wilderness proposal through two distinct recreation management plans currently being undertaken by the US Forest Service and the Bureau of Land Management.

Forest Ethics

www.forestethics.org

Vancouver, BC

\$30,000

The *Canadian Boreal Forest Campaign* will establish permanent protection that will maintain ecological health, preserve critical habitat, and ensure the well-being of communities living across 175 million acres within Canada's Boreal Forest, the world's largest intact forest.

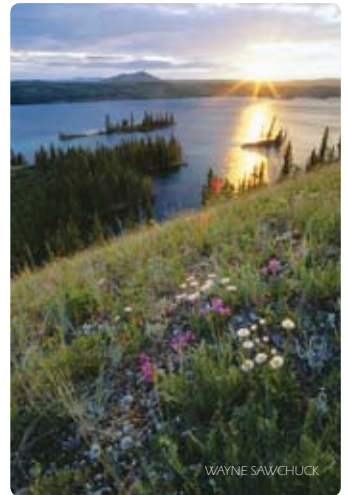
Friends of the River

www.friendsoftheriver.org

Sacramento, CA

\$30,000

The *California Wild & Scenic Rivers Campaign* is working to pass legislation that will protect nearly 380 miles of Wild & Scenic Rivers in California.





Grand Canyon Trust

www.grandcanyontrust.org

Flagstaff, AZ

\$30,000

The *Grand Canyon Uranium Mining Campaign* seeks to protect one million acres around the Grand Canyon from uranium exploration and mining through legislation or by securing a 20-year mineral withdrawal from the Interior Department.

Idaho River United

www.idahorivers.org

Boise, ID

\$25,000

The *Lower Salmon Wild & Scenic Campaign* will permanently protect 112 miles of the Lower Salmon River in Idaho as a federally designated Wild and Scenic River.

Los Padres ForestWatch

www.lpfw.org

Santa Barbara, CA

\$30,000

The *Los Padres Wild Heritage Campaign* seeks to permanently protect more than 200,000 acres of open space and wildlife habitat in the Los Padres National Forest through the passage of wilderness legislation in the U.S. Congress.

Montana Wilderness Association

www.wildmontana.org

Helena, MT

\$25,000

The *Montana Forests Campaign* seeks to designate 670,000 acres of new wilderness throughout Montana, thus setting the stage for protection of the Rocky Mountain Front, Scotchman Peaks, Great Burn, and many other deserving landscapes to be designated in the future.

Oregon Natural Desert Association

www.onda.org

Bend, OR

\$30,000

Through the *Lower John Day Wilderness Campaign*, ONDA seeks to secure permanent wilderness protection for more than 116,400 acres along the lower John Day River and over 30 miles of Wild & Scenic River designated in the John Day Basin.

Oregon Wild

www.oregonwild.org

Portland, OR

\$30,000

The *Wild Rogue, Devil's Staircase, Mt. Hood, and Molalla River Campaigns* aim to secure federal Wilderness and Wild & Scenic River designation over the upcoming 1-3 years for the Rogue and Devil's Staircase, Wilderness designation for Mount Hood additions and Wild & Scenic designation for the Molalla River.



Our Ocean

www.ourregionocean.org

Portland, OR

\$30,000

The *Oregon Marine Heritage Campaign* will establish a coast-wide network of at least six marine reserves and protected areas in Oregon waters to ensure that this coastal legacy will be here for future generations.

Rivers Without Borders

www.riverswithoutborders.org

Juneau, AK

\$20,000

Through the *Safeguarding the Taku Watershed Campaign*, RWB seeks to protect the Taku River Watershed from proposed mining developments that would diminish this virtually pristine watershed and its abundant wild salmon.

Save Our Canyons

www.saveourcanyons.org

Salt Lake City, UT

\$25,000

The *Wasatch Wilderness Campaign* will permanently protect 26,000 acres in Utah's Wasatch Mountains, and save the area's primitive recreational opportunities, water quality, natural beauty, and quality of life.

Save Our Wild Salmon

www.wildsalmon.org

Spokane, WA

\$25,000

The *Columbia and Snake River Campaign* will restore wild salmon and steelhead populations in the Columbia and Snake Rivers by removing the lower Snake dams, and implementing a full spill/flow regime through Columbia River dams.

Sierra Club of BC

www.sierraclub.bc.ca

Victoria, BC

\$35,000

The *Flathead River Valley National Park Campaign* is working toward the designation of a new National Park in the south-eastern one-third of Canada's Flathead River Valley and create a Wildlife Management Area in the rest of the valley and adjoining habitat, thus filling in the missing piece of Waterton Glacier International Peace Park and protecting a crucial missing link in the Yellowstone to Yukon Conservation Initiative.



Southern Appalachian Forest Coalition

www.safc.org

Asheville, NC

\$30,000

The *Tennessee Wilderness Campaign* seeks to secure permanent Wilderness protection for at least 18,000 acres in the Cherokee National Forest for outdoor recreation, biodiversity protection, climate change buffering, headwaters protection and wildlife migration.

Trout Unlimited Alaska

www.tu.org

Juneau, AK

\$35,000

The *Stop Pebble Mine Campaign* is working to convince the EPA to take decisive action under the Clean Water Act to stop construction of the Pebble Mine near Bristol Bay, Alaska.

Trust for Public Land

www.tpl.org

Montpelier, VT

\$30,000

Through the *Campaign to Conserve the Upper Connecticut River TPL* seeks to protect the Upper Connecticut River Watershed of Vermont and New Hampshire much as it is today: blanketed by vast forests that stretch to the horizon; welcoming and accessible to muscle-powered recreation; and crisscrossed with clear streams that flow into a healthy and ecologically vibrant Connecticut River.

Washington Climbers Coalition

www.washingtonclimbers.org

Seattle, WA

\$15,000

The *Index Lower Town Wall Acquisition Campaign* will purchase the Index Lower Town Wall with property improvements complete, management by the Washington State Parks Department in place, and climbing access secured for future generations.

West Virginia Wilderness Coalition

www.wvwild.org

Morgantown, WV

\$28,000

The *Cranberry National Recreation Area Campaign* will establish the nearly 80,000-acre Cranberry National Recreation Area, and permanently protect up to 25,000 acres of proposed Wilderness in West Virginia's Monongahela National Forest.



BC BECK



BILL HODGE



JEFF WIDEN

Wild Salmon Center

www.wildsalmoncenter.org

Portland, OR

\$30,000

The *Tillamook Forest Campaign* seeks to secure the long term protection of 150,000 acres of rainforest in Oregon's North Coast Range, providing critical habitat for dozens of rare and threatened species as well as outdoor recreation opportunities for the region, including world-class fishing, hiking, camping and mountain biking.

Wilderness Support Center

www.wilderness.org

Durango, CO

\$30,000

The *San Juan Mountains Wilderness Campaign* seeks to permanently protect up to 200,000 acres in the San Juan Mountains of southwest Colorado through wilderness and other conservation designations, specifically through the enactment of the San Juan Mountains Wilderness Act and the campaign to protect the Hermosa Creek watershed outside of Durango.

Winter Wildlands Alliance

www.winterwildlands.org

Boise, ID

\$25,000

Through the *Quiet Winter Recreation Campaign*, WWA seeks to permanently protect Yellowstone National Park's magical and fragile winter ecosystem from the noise and exhaust of snowmobiles and, and to secure balanced winter use plans for Mount Jefferson, Togwotee Pass and Tumalo Mountain.

Yellowstone to Yukon Conservation Initiative

www.y2y.net

Canmore, Alberta

\$30,000

The *Campaign for the Peace River Valley* seeks to prevent the approval of the proposed Site C dam on the Peace River and to secure permanently the ecological integrity of this treasured British Columbia waterway.



WATERWATCH

1.5 million acres & 700 river miles protected, 2 dams removed, one climbing area acquired.

In 2010, Conservation Alliance grantees secured eight important victories.



AMERICAN WHITEWATER

Removal of Gold Ray Dam

Our funding supported WaterWatch's Free the Rogue Campaign to complete the removal of three dams on the Rogue River, freeing the lower 157 miles from recreational and fish passage barriers, boosting salmon and steelhead runs by an estimated 114,000 fish and finalizing the largest instream transfer of water in Oregon's history. The removal of the third and final dam, the Gold Ray Dam, was completed in September.



BEN GILKINSON

Removal of Dillsboro Dam

Our support of American Whitewater's Dillsboro Dam Removal Project led to a comprehensive settlement agreement with Duke Energy calling for the removal of the Dillsboro Dam and subsequent watershed enhancements including enhanced flow releases, public river access areas, parks, trails and land conservation. After nearly a decade of negotiations, the Dillsboro Dam on the Tuckasegee River in North Carolina has finally come down, allowing this river to flow freely for the first time in more than 100 years.

Index Lower Town Wall Acquisition

The Conservation Alliance was one of the lead funders of Washington Climbers Coalition's Index Lower Town Wall Acquisition Campaign to purchase the Index Lower Town Wall a popular climbing crag in Washington State. WCC completed the acquisition in August and transferred the property to Washington State Parks.



JERRY & MARCY WINKMAN

Northern Green Mountains Acquisitions

The Conservation Alliance funded Trust for Public Land's Campaign for the Northern Green Mountains to permanently protect 6,700 acres of Vermont's Northern Green Mountains including several miles of the Long Trail and other hiking and skiing paths. TPL secured protection for the 5,727-acre Eden Forest in November. The remaining acreage, the 1022-acre Canada View parcel, will be secured in conservation ownership by Summer 2011.



CARL HELLMAN II, WILD VISIONS, INC

Adirondack Land Protection

We supported the Adirondack Council's Upper Hudson Woodlands Campaign to ensure the State of New York purchases a conservation easement covering 92,000 acres of land in the Adirondacks and develops a recreation plan that focuses on human-powered activities and public access. The Council reports that the state completed the purchase in November.



ED SHAFFER

Halting Gas Development in Allegheny State Park

Our funding supported Adirondack Mountain Club's Save Allegheny State Park Campaign to protect Allegheny State Park from proposed hydro-fracking mining. ADK reports the New York Office of Parks, Recreation and Historic Preservation has designated 85 percent of the 65,000-acre park as Park Preserves, meaning it will be maintained in a near-wilderness state. This protection was made final in July and will prevent any oil & gas drilling and development in the park.



JIM NORTHIP

Piscataquis Preserve Acquisition

Thanks in part to our funding, Northeast Wilderness Trust has completed its Piscataquis Preserve Project to conserve 1,200 acres of habitat in Atkinson, Maine. As a result of this land acquisition, 1,200 acres of protected land will be added to an existing matrix of 20,000 acres already in conservation ownership.



JESS ALFORD

Protecting New Mexico's Forests and Rivers

Our support of WildEarth Guardians' Wild Forest, Wild Waters Campaign has led to the designation of Outstanding Waters for more than 700 miles of waterways, including 199 perennial rivers and streams, and 29 lakes, and approximately 6,000 acres of wetlands throughout New Mexico under the Clean Water Act. The Outstanding Waters designation prohibits activities that would contaminate these 1.4 million acres of wetlands and waterways, including grazing, logging, off-highway vehicles, mining and energy development.

The Conservation Alliance strives to provide opportunities for member companies to become more involved with our grantees. We call it Walking the Talk. By connecting our grantees with member companies we are building a stronger bridge between conservation initiatives and the outdoor business community, which so depends on protected wild places. In 2010, our Walking the Talk efforts helped several Conservation Alliance grantees. Following are a few highlights.



Keep It Wild Day at the Outdoor Retailer Trade Show

Keeping places wild is a good summary of our mission. With the help of our member companies and grantees, we worked hard toward that mission at the Outdoor Retailer show with our first Keep It Wild Day. Eight Conservation Alliance members hosted conservation organizations in their trade show booths. The grantees asked participants to take action to protect a specific place. People who took action at six of the eight booths were entered into a drawing for one of two large gear packages donated by Alliance members. The day concluded with the *Keep It Wild Party* at the KEEN, Inc. booth. The party featured live music by the Outdoor Industry All-Star Band. In the end, the event generated over 2,000 actions for the grantees, and successfully integrated conservation and fun into the trade show.

DC Trips

Each year, The Conservation Alliance supplements the grants we make to conservation organizations by facilitating opportunities for our member companies to take action to support the goals of the campaigns we fund. In 2010, we organized three trips to Washington, DC on which representatives from our member companies met with offices on Capitol Hill to discuss the economic benefits of wildland conservation. During the first trip, in March, representatives from Patagonia, prAna, and The North Face focused on efforts to designate public lands in California as Wilderness. In June, we completed a second trip with representatives from Osprey Packs and The North Face who talked to elected officials about the economic benefits of protecting public lands. We returned to DC in December to encourage Congress to act on an omnibus public lands bill that would protect lands throughout the US.





Getting Individuals Involved

In 2010, employees of our member companies became directly involved in the work of our grantees both online and on the ground.

ONLINE

ConservationAlliance.com

Last year, The Conservation Alliance launched an online network designed to link individuals directly with our grantees. In 2010, we made some important changes to keep up with this fast-evolving technology. Individuals can now stay in touch with grantees through The Conservation Alliance webpage, and with Facebook Connect users can use their Facebook information to login, and connect information from our blog to their Facebook page. Finally, we have designed The Conservation Alliance blog to be the best way to stay informed about The Conservation Alliance and the work of our grantees. Alliance staff regularly posts to the blog, and we now direct grantee action alerts and project updates directly to the blog. We encourage people to subscribe to the RSS feed to keep in touch.



ON THE GROUND

Backyard Collectives

The Backyard Collective is a stewardship program bringing together outdoor industry employees and Conservation Alliance grantees for a day of environmental stewardship. We organized eight Backyard Collectives in 2010, bringing together more than 500 member company employees and 20 grantees to accomplish an amazing amount of work including trail building and maintenance, invasive species and trash removal, and habitat restoration. Each event included a grantee fair allowing member company employees to learn more about the organizations and projects their memberships dues are funding.

Backyard Collective Events were held in San Francisco, CA; Ventura, CA; San Diego, CA; Seattle, WA; Denver, CO; Loon Mountain, NH; Portland, OR; and Bend, OR.





THE CONSERVATION ALLIANCE LEGACY FUND

In January 2008, The Conservation Alliance launched our *Legacy Fund Campaign*, an 18-month effort to raise a \$3.5-million endowment, annual earnings from which will provide a permanent source of operational funding for The Conservation Alliance. By the end of 2010, we had raised nearly \$2.8 million toward our goal, and made a commitment to bring in the remaining balance by August 2012.

The Conservation Alliance directs 100 percent of each member's annual dues into our fund to support conservation projects. This 100 percent pass-through is great for our members and grantees, but it leaves little to sustain the operational needs of the organization. The Alliance added staff in 2005, and our membership has since doubled in size. The Conservation Alliance board feels strongly that the investment in staff was long overdue. The Legacy Fund will secure a permanent source of funding for the Alliance's operational expenses, allow staff to further refine and improve our core functions, and ensure that conservation is a *permanent* commitment of the outdoor industry.

We are grateful to the following donors for their commitments to the Legacy Fund:

Member Companies

Black Diamond Equipment, Inc.
CamelBak
Dansko
Earth Games
Eastern Mountain Sports
Filson
GoLite
KEEN, Inc.
Leisure Trends Group
Merrell
Mountain Equipment Co-op
Outdoor Research
Patagonia, Inc.
Recreational Equipment, Inc.
Stanley Outdoors
The Forest Group
The North Face
Waypoint Outdoor

Individuals and Foundations

Conrad Anker
Anonymous
Steve & Nona Barker
Tom & Sonya Campion
Mark Cohen
Gracie Charitable Foundation
Dave Knutson
Sally McCoy & Rachel Anderson
Angela & Bill Owen
Lisa Pike
S.J. & Jessie E. Quinney Foundation
Kirk Richardson
Steve Rendle
Julie Sterling
Menno van Wyk
Doug Walker

THE CONSERVATION ALLIANCE PINNACLE MEMBERS



JOHN RICHTER

In 2010, The Conservation Alliance announced our new Pinnacle Level of membership that will recognize companies that contribute at least \$100,000 annually to the organization. During the Outdoor Retailer Summer Market, we announced that Eastern Mountain Sports, KEEN, Inc., Patagonia, REI, and The North Face have committed to be the first five members of this new membership level. Merrell joined the group in December. Our goal is to increase the amount of funding we can contribute to conservation efforts throughout North America. We have terrific opportunities right now to save our last wild places, and these six members are showing the leadership we need to safeguard wild lands and rivers for the long term. The Alliance is encouraging other members to increase their commitment to the organization, and we expect to announce additional above-and-beyond contributions in 2011.



CASEY SHEAHAN (PATAGONIA), SALLY JEWELL (REI), STEVE RENDLE (THE NORTH FACE), JAMES CURLEIGH (KEEN), AND WILL MANZER (EMS) RECEIVING KUDOS FROM THE AUDIENCE AT THE CONSERVATION ALLIANCE BREAKFAST.

Conservation Alliance Members as of December 20, 2010

3point5
ADS Ventures
Adventure Travel Trade Association
AdventureCORPs, Inc
Ahuu Footwear
Aloft Group, Inc
Alpert-Tebrich & Associates
American Alpine Institute, Ltd.
Arc'teryx
ARTA River Trips
ASK Associates
Babbitt's Backcountry Outfitters
Backcountry.com
Backpacker Magazine
Backpacker's Pantry, Inc.
Belinda Sanda Sales
Ben Moon | MoonFoto
Bernzott Capital Advisors
Big Agnes
Black Diamond Equipment, Ltd.
Blackshrimp
Briggs & Riley Travelware
Brooks Sports
Broudy Donohue Photography
Burt's Bees
CamelBak, Inc.
Campmor, Inc.
Canada Goose
Canadian River Expeditions & Nahanni
River Adventures
Carmichael Lynch Spong Public
Relations
Cascade Designs
CGPR
Chaco, Inc.
Clear Water Outdoor, LLC
CLIF Bar
Columbia Sportswear Company
Creative Energies
Dansko
Dick's Sporting Goods
Dong-in Entech
Dry Creek Enterprises, LLC
Eagle Creek Travel Gear
Eastern Mountain Sports, Inc.
Eco-Heaven, LLC
eco-x Sports, Inc
Egan and Associates LLC
Everest Textile Co., Ltd
Exped
Fathom Expeditions
Fendler Communications
Filson
Flamand Sports
FootZone of Bend
Freeheel & Wheel, Inc.
Frontier Group, Inc.
Gear66.com

GoLite
Grabber Performance Group
Graham Spencer
Grand Union Trading Co., Ltd.
Grassroots Outdoor Alliance
Great Plains Mountain Stuff
Gregory Mountain Products
Guyot Designs
Headswears
HealthBarn USA
Highgear USA
Hi-Tec
Horny Toad
HotWax Media
Howa Design
Ibex Outdoor Clothing
International Outdoor Group
JAM Public Relations
JanSport
Jayhawk Enterprises
JetBoil, Inc
Jimmy Chin Photography
Justin Bailie Photography
KEEN, Inc
Kelty, Inc.
Klean Kanteen
Leisure Trends Group
LOKI Outerwear
Lowepro
Men's Journal
MercuryCSC
Merrell Footwear
Montrail
Mountain Equipment Co-op
Mountain Hardware, Inc.
Mountain High Sales & Marketing
Mountain Khakis
Mountain Lake Marketing, Ltd.
Mountain Source
National Geographic Maps
NEMO Equipment, Inc
Nester Hosiery, Inc
Nikwax
Northwest Mountain School
Noto Group
Ocean Minded
Osprey Packs
Outdoor Gear Exchange
Outdoor Industry Association
Outdoor Research
Outdoor Retailer
Outdoor Sports Marketing, Inc
OutdoorIndustryJobs.com
Outside Magazine
Pachner & Associates, LLC Insurance
Brokers & Consultants
Pale Morning Media, LLC
Patagonia, Inc.

Pearl Izumi
Petzl
Polartec
prAna
Quick Feet International
Recreational Equipment, Inc.
Repreve by Unifi Manufacturing, Inc
Ruff Wear, Inc.
Runner Girl Races, LLC
Salomon
Sanitas Sales Group
Saucony
Schoeller Textil USA, Inc
Serac Adventure Films
Shaman's International
Sierra Designs
Sierra Magazine
Silver Steep Partners, LLC
Smartwool Corporation
SNEWS/GearTrends.com
Sorensen's Resort
Specialty Sports Venture
Stanley, a brand of PMI
STM Bags
Sullivan-Bishop Agency, LLC
Tactics.com
Teko Socks
Terri Schneider
Teva
The Active Network
The Alpine Experience
The Forest Group
The North Face
The Timberland Company
The Vanishing America Project
The Whiting Group
Thule, Inc.
Tibetan Trader
Timex
Trailspace.com
Treasure Mountain Inn
Tributary Whitewater Tours
UltraRunning Magazine
Uncommon Journeys, Ltd
Under Solen Media
Vasque
Verde PR & Consulting
Vibram
Virasana Productions, LLC
Vishnu Temple Press
W.L. Gore & Associates, Inc.
Waypoint Outdoor
Wild Things, LLC
Wilderness Press
Woods Wheatcroft Photography
Woolrich, Inc.
Yakima



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