



The Conservation Alliance eNewsletter

December 2011

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Happy Holidays from The Conservation Alliance!



The holidays are always a busy time here at The Conservation Alliance. We're cranking away here preparing for a flood of grant proposals, wrapping up a successful 2011, making plans for 2012, and getting ready for the Outdoor Retailer Show in January. December is always a great time to look back on the year and assess how we did. We're proud that, together, we helped protect thousands of acres of wild land and 24 miles of rivers, remove one dam, purchase one climbing area, and designate two marine reserves. The holidays are a time for thanks, and we are thankful for our members and for the spirited and passionate conservation activists who work so hard to save our last wild places. So, please give yourselves a pat on the back for another great year!

Cheers!

John Sterling
Executive Director

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SAVE THE DATE:

The Conservation Alliance Breakfast

Featuring:

To The Arctic

A multimedia presentation by wildlife photographer Florian Schulz

Friday, January 20, 2012 7-9 AM
The Marriott, Salons F-I, Salt Lake City
[Click here for full details](#)



Review of grant requests on the Winter 2012 ballot to follow, 9-10 AM

Are you ready for Outdoor Retailer?

The Winter 2012 Outdoor Retailer trade show is just around the corner, and The Conservation Alliance has a full agenda planned, including our regular breakfast event mentioned above.

The third annual hockey tournament in support of The Conservation Alliance is back again and even more Canadian than before. The venerable Canada Goose Cup has been re-named: **The Canadian Cup for The Conservation Alliance.**

Sponsored by Arc'teryx, Baffin and Canada Goose, the tournament will take place at the Outdoor Retailer Winter Market Industry Party on Thursday, January 19, from 6:00pm-8:30 pm in the Salt Palace. Fourteen teams will take to the "ice" to see who is worthy enough to take home the coveted "Cup". Participants include Arc'teryx, Baffin, CamelBak, Canada Goose, Eddie Bauer, Nikwax, Outdoor Industry Association, Outdoor Retailer, prAna, PrimaLoft, Rogers Corporation, Yukon Charlie's, and Woolrich. Come enjoy a fun night for a good cause!



The Conservation Alliance, partnering with member companies, will again host a number of fundraising events. The full list of events will be announced in early January.

Conservation Alliance Board Retreat in Ventura

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The Conservation Alliance Board at the Patagonia Tin Shed

The Conservation Alliance board and staff convened at the Patagonia campus in Ventura, CA for our annual planning retreat. The board spent two days making plans for 2012, learning more about important conservation opportunities, and participating in an engaging discussion with Alliance co-founder and Patagonia owner Yvon Chouinard. After the indoor work was done, the board and staff retreated to the nearby Los Padres National Forest for a hike with three of our grantee organizations: Los Padres Forest Watch; California Wilderness Coalition; and Friends of the River. The group hiked through areas proposed for protection by the grantees, and learned first-hand how a conservation proposal moves from a good idea to an actual legislative campaign. The board and staff posed for a photo that demonstrates the economic benefits of Wilderness.



Conservation Alliance Board & Staff Make a Statement

Winter Funding Cycle in Full Swing



The Conservation Alliance staff received 53 grantee nominations from our member companies for the Winter 2012 funding cycle. Nominated organizations have received our Request for Proposal and have until December 10th to submit their project proposals. We look forward to reading all proposals and sending a ballot with the finalists to our full membership before the January OR Show.

To learn more about these organizations, please join us for the Grant Education Session directly following The Conservation Alliance Breakfast at Outdoor Retailer, Friday January 20th, 9-10 AM, at The Marriott, Salons F-I, in Salt Lake City.

The Conservation Alliance
www.conservationalliance.com
541.389.2424

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The Conservation Alliance | 925 NW Wall St, Suite 202 | Bend | OR | 97701