



The Conservation Alliance eNewsletter

April 2009

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Dear Member,



Never a dull moment here at The Conservation Alliance. As Spring emerges here in Bend, we're busy working on our mission to help protect special wild places, most recently by sending \$400,000 to 15 conservation organizations. Our ConservationNEXT team has rolled out another schedule of Backyard Collective events to give employees of our member companies a way to get more involved in our work. And we've spent time in DC recently voicing support for legislative efforts to protect our public lands. As always, we're working on many fronts to save the places so important to our members and their customers.

Moving forward, we'll be doing that work without the full-time

Winter 2010 Grants Announced: \$400K to 15 Organizations

The Conservation Alliance sent grants totaling \$400,000 to 15 organizations working to protect wild places throughout North America. The donations marked the Alliance's first funding disbursement for 2010. Since the organization's founding in 1989, the Alliance has contributed more than \$8.3 million.

This round of grant recipients reflects the geographic distribution of Conservation Alliance members. Conservation Alliance funds will support efforts to: secure new wilderness designations in Colorado, California, Montana, and Tennessee; protect wild rivers in Idaho, California, and Alaska; protect parks in New York and Arizona; purchase a climbing crag in Washington; and end mountaintop removal mining in the Southeastern US.

[Click here for a full summary of the grants.](#)



Transition at the Alliance

The Conservation Alliance bids a fond farewell to Krissy Moehl, who has capably served as our Program Associate for the past 2 ½ years. Krissy has decided to transition out of her position at The Conservation Alliance, to focus on her impressive career as one of the top ultrarunners in the world. She has opportunities now to pursue life as a professional athlete, and focus her time on building the running community through event production, speaking, clinics and coaching. Krissy has kindly offered to support the Alliance on a contract basis until our transition is complete.



Krissy has brought the same determination to her work here at the Alliance that is required to win 100-mile trail races. Her contributions coincided with a period of incredible growth and evolution for the Alliance, and she helped define how we build greater support from our members and the industry as a whole. Those of you who know Krissy also know that her positive attitude, creative energy, and work ethic will be hard to replace.

Krissy's final day as a full-time employee is April 30, and we have made good progress in the search for her replacement. I hope you all will join us in wishing Krissy the best as she moves toward an exciting new level of commitment to her true passion.

Backyard Collective Storms Ventura, CA;

help of Krissy Moehl, our Program Associate for the past 2 1/2 years. Krissy is off to new adventures, but will always be close to the Alliance. We'll miss you, Krissy, but look forward to seeing you out on the trails!

John Sterling
Executive Director

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Bay Area Event THIS FRIDAY

More than 100 volunteers from Deckers, Horny Toad, and Patagonia converged on the banks of the Ventura River for the first Backyard Collective of 2010. In one afternoon, the volunteers removed nearly four tons of trash from river and the beach at the river's mouth. [Click here](#) for our full report on the day's event. Also see [Patagonia employee Craig Holloway's perspective on the day.](#)



The next Backyard Collective is THIS FRIDAY, April 23 in the Presidio in San Francisco. We hope to see a great group from all of our Bay Area member companies. Contact deanna@theforestgroup.com for details.

Grantee Update



Many of our grantees are making good progress on their campaigns. American Whitewater succeeded in [removing the Dillsboro Dam](#) on the Tuckaseegee River in Tennessee, and the Sierra Club of BC made an important step toward [protecting the Flathead River Valley in Canada.](#)

Several of our grantees working on new Wilderness designations have made important strides. Bills have been introduced to protect Wilderness and/or Wild and Scenic Rivers in: Oregon; California; Washington; Idaho; New Mexico; Colorado; Utah; and Montana. The US Congress is likely to develop another Omnibus Public Lands bill, like the one that passed in 2009 protecting three million acres of land and 1000 miles of rivers. We will keep you posted on this exciting legislation as it comes together.

Conservation Alliance in Washington, DC



A delegation of representatives from Conservation Alliance member companies spent several days in Washington DC meeting with Congressional offices about the importance of protecting Wilderness areas in California. The group also spent a day meeting with key offices urging stronger funding for the Land and Water Conservation Fund. The group, pictured above with Representative Mary Bono-Mack, included Conrad Anker (The North Face), Nicole Bassett (prAna), Hans Cole (Patagonia), and John Sterling (The Conservation Alliance). In meetings, the delegation talked about how important protected public lands are to

the outdoor industry and its customers. Legislation has been introduced to protect lands in California Desert, and in Northern San Diego County. Projects are also emerging to save public lands in the San Gabriel Mountains east of Los Angeles, and in the Los Padres National Forest near Santa Barbara and Ventura.

KEEN Renews Partnership with Conservation Alliance

KEEN, Inc. has entered into the fifth year of a partnership with The Conservation Alliance that has played a central role in our growth and membership development since 2005. For 2010, KEEN has made a significant contribution to our operations fund, and has renewed its commitment to match new member dues dollar-for-dollar. The KEEN dues match goes into our grant fund to support conservation groups. Since initiating the partnership in 2005, KEEN has matched \$513,000 in new member dues. Thank you KEEN!



Members Raise Funds at the Chuckanut 50k

In its 18th year, the [Chuckanut 50k](#) drew a competitive field of runners, and a large number of finishers (286) on a gorgeous spring day in Bellingham, WA.



Several Conservation Alliance member companies -- Vasque, Patagonia, Waypoint Outdoor, and CLIF Bar -- sponsored the race, and helped generate additional funds for The Conservation Alliance.

We also engaged runners by way of Ahnu's sponsorship of The Conservation Alliance through the [Plus3Network](#). Runners created a Plus3 account and logged their training and racing miles to earn money for the Alliance. Ahnu donated pennies on each training and race-day mile, raising \$1,127 for the Alliance.

Additionally, proceeds from the race will be donated to The Conservation Alliance and Forest Park Conservancy.

Osprey Customers to Donate to ConservationNEXT

Our ConservationNEXT program will be one of five beneficiaries of the Osprey Pro Deal Donation Program. Each Osprey pack purchased through Osprey's Pro Deal Program will require a \$2 donation to a nonprofit. The purchaser will have the option to choose from the list of organizations.



This is great news for the ConservationNEXT program both for the funds that will be raised and for the exposure it will provide to key industry individuals. The Conservation Alliance is thankful to be one of the benefiting organizations and we encourage other member companies to think of creative ways to help raise additional funds for the Alliance and our programs.

Happy Spring!

Sincerely,



John Sterling
Executive Director



Krissy Moehl
Program Associate