



Conservation Alliance eNewsletter

March 2009

Excitement in the Air

This is an exciting time for The Conservation Alliance. As we enter our 20th Anniversary year, the prospects for conservation success are great. Many of the projects we have funded have made their way into a massive public lands bill that is awaiting final action by the US House of Representatives. When it passes, the Omnibus Public Land Management Act will save three million acres of land and 1000 miles of rivers in 10 states throughout the US.



In July, we look forward to celebrating our 20th Anniversary at the Outdoor Retailer show. We'll announce details of that celebration soon. Also at the OR Show, we're looking forward to hosting Rick Ridgeway's Freedom to Roam presentation at our regular breakfast event. Freedom to Roam offers a vision for how we can help wildlife adapt to a warming planet, and we hope to see the usual great crowd at the breakfast.

And, despite a challenging economy, we continue to recruit new members. Companies understand that conservation is important both for our wild places and for customers who recreate on those lands and waterways.

Finally, we look forward to announcing the results of our Winter 2009 funding cycle. Alliance members are returning their ballots this week, and we'll make a grant announcement by the end of March. We look forward to sending another \$400,000 in grant checks to conservation organizations, and to working with them in this bright political landscape to ensure their projects succeed. Thanks for your participation in our work!

In this Issue

Summer OR Breakfast

Public Lands Protections Awaiting Action

New Members

20th Anniversary

Backyard Collective Update

Rick Ridgeway to Present Freedom to Roam at Alliance Breakfast in July



The Conservation Alliance is pleased to announce that Rick Ridgeway will be the featured speaker at The Conservation Alliance Breakfast at the Summer Outdoor Retailer trade show. The breakfast is Wednesday, July 22, 7-9 AM at The Marriott. Rick's presentation, *Freedom to Roam*, explores the importance of helping wildlife adapt to global warming by protecting designated wildlife corridors that will help species migrate between core habitat areas. Get ready for a stunning multi-media presentation with stunning photography and video about a provocative initiative.

Public Lands Protections Awaiting Action

We are anxiously awaiting Congressional action on the Omnibus Public Land Management Act (S.22). The legislation contains more than 150 separate bills and would protect more than three million acres of land and 1000 miles of rivers. More than 15 of our grantees have provisions in S. 22. The bill passed the Senate in January by a vote of 73-21. The House has yet to vote on the bill because the economic crisis is taking most of their time. Conservation Alliance Executive Director John Sterling spent last week in Washington DC, and heard from reliable sources that the bill will pass. We encourage you all to let your [Congressional representatives know](#) that you support S. 22. Of course, we'll keep you posted as the bill progresses.



Conservation Alliance Welcomes Three New Members

We're excited to announce that [Klean Kanteen](#), [Everest Textiles](#), and [Justin Bailie Photography](#) have all joined The Conservation Alliance since the January Outdoor Retailer show. The Alliance continues to grow and attract companies of all types and sizes. The political outlook for conservation is brighter today than it has ever been, and we encourage all companies to join our collective effort to save wild places throughout North America. Please see our [membership page](#) for information on joining. And welcome Klean Kanteen, Everest Textiles, and Justin Bailie Photography!

Prepare to Celebrate Our 20th Anniversary



The Conservation Alliance turns 20 this year, and we'll be celebrating at the Summer Outdoor Retailer trade show. Please stay tuned for details. It's hard to believe that it has been 20 years since Patagonia, REI, The North Face, and Kelty came together to launch the Alliance with the vision of raising funds from the outdoor industry to contribute to conservation projects. Since then, we've contributed more than \$7 million, and helped save roughly 40 million acres of land, stop or remove 27 dams, protect 16,000 miles of rivers, and preserve access to several climbing areas. Now that's worth celebrating!

Backyard Collectives Coming Soon!

We launched our new Backyard Collective program in January with a full-day volunteer service project in the Bay Area prior. That event was so successful, we are planning additional events in Santa Barbara, CA, Bend, OR, Portland, OR, and Seattle, WA. We are also putting together events in Boulder, Colorado, San Diego, California and one on the East Coast to take place later in the summer.



Keep an eye on the [ConservationNEXT.com website](#) for information and updates. And [click here](#) to watch a short video of our Bay Area event.

We look forward to a day in the field!

Thank you for your interest in the Alliance and for your continued support.

Sincerely,

John Sterling
Executive Director

Krissy Moehl
Program Associate