



### Save the Date!

## Author Shelton Johnson to Speak at Conservation Alliance Breakfast



Shelton Johnson, a novelist, award-winning poet, and ranger in Yosemite National Park, will be the featured speaker at The Conservation Alliance Breakfast on Friday, August 5 at the Marriott in Salt Lake City. Johnson played a prominent role in Ken Burns' documentary about the National Parks, and was instrumental in convincing Oprah

Winfrey to visit Yosemite last year. He has been an outspoken advocate for increasing diversity in the National Parks, and in conservation. He is author of *Gloryland* a novel about an African American Buffalo Soldier who finds a deep connection to nature while stationed in the newly created Yosemite National Park. His talk, "Diversity and Wilderness" will focus on our need to build a conservation ethic among communities of color to ensure that our Natural Parks and Wilderness areas have broad support in a future in which non-white populations play an increasingly important role in political decisions about the future of our wild places. The Conservation Alliance Breakfast is open to the public, so bring a friend!

**The Conservation Alliance Breakfast**  
**Friday, August 5, 7-9 AM**  
**The Marriott, Salt Lake City**  
**Arrive Tired, Leave Inspired!**

## Reports from Our Grantees Reveal Progress



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Dear Serena,



I spent much of last week reading progress reports from all of

the organizations we funded in 2010. It's always exciting to sit down and absorb all the good conservation work that our grants support. Some projects have already succeeded. Others are facing unexpected challenges. Taken together, though, I came away with a picture of a strong community of organizations working throughout the US and Canada to protect our last wild places. Every project is a rich story, and we should all be proud that The Conservation Alliance is a part of those stories. I hope you will take time to [review the summary of grant reports](#), and learn more about where our funding is at work. And please enjoy the rest of this eNews. We have a lot going on!

John Sterling  
*Executive Director*

In April 2010, The Conservation Alliance invested \$400,000 in grassroots conservation organizations. Each grant went to a project working to secure permanent protection for a specific threatened wild place. We direct organizations to use our funding over the course of a 12-month period. At the end of the grant period, we ask each group for a 12-month final report. These reports play a key role in helping us determine the return on our investment. [Please click here to view a full summary of the grant reports](#) we received.

## Call for Board Nominations

Each year, The Conservation Alliance membership votes to elect peers to serve on our Board of Directors. Two seats are up for election, or re-election, this year. We will complete that election before our August Board Meeting on Wednesday, August 3rd. These board positions consist of renewable, three-year terms.



Conservation Alliance Board and Staff, November 2010

To be considered as a candidate, your company must be a member in good standing, and nominees must be able to physically attend three board meetings a year (two at the OR Show, and one in Washington, DC), a board/staff retreat in the fall, and participate in several conference calls throughout the year.

If you are eligible, download the [Nomination Questionnaire](#) and [Board of Directors Job Description](#), click here.

Please complete the [Nomination Questionnaire](#) and return it by email by Friday, May 13th, 2011 to Serena at [serena@conservationalliance.com](mailto:serena@conservationalliance.com).

## 2011 Backyard Collective Program Kicks off in Santa Barbara



Heavy wind and light rain did not slow down volunteers from Deckers, Horny Toad and Patagonia from getting out and cleaning up their backyard together. On April 7<sup>th</sup>, more than 100 employees from Conservation Alliance member companies came out in force to clean up the Los Padres National Forest and the Arroyo Burro recreation site.

The Los Padres National Forest is a 200 million-acre landscape that stretches from the Big Sur Coast in Monterey County to the western edge of Los Angeles. Conservation Alliance grantee, Los Padres Forest Watch, helped to organize the clean up.




### Member Spotlight: Ruff Wear, Inc.

*A Conservation Alliance member since 2007, Ruff Wear is based in Bend, Oregon, not far from The Conservation Alliance offices. We regularly see employees on the trails, on their bikes, or on their skis, playing in the mountains of Central Oregon. Susan Strible, Director of Marketing, wrote a short bit about what Conservation Alliance membership means to Ruff Wear.*

"Our mission at Ruff Wear is to build performance product to enhance and inspire outdoor adventures for dogs and their human companions. By supporting The Conservation Alliance through our membership, semiannual fundraising events, and participation in Backyard Collectives, we help ensure that future generations of dogs and people have open spaces to enjoy. The tireless work of The Conservation Alliance team has resulted in meaningful preservation and protection of the wild places we love. Ruff Wear is proud to be a part of The Conservation Alliance!"

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"The Los Padres National Forest is one of our community's greatest treasures, providing wildlife habitat, clean water, and endless outdoor opportunities for fun," says Suzanne Feldman, conservation coordinator for Los Padres Forest Watch. "These are public lands and we all have the responsibility to make the national forest a better place for everyone."

The day concluded with a celebratory lunch complete with refreshments from New Belgium Brewing Company and a Volunteer Fair highlighting the efforts of local environmental organizations. The next Backyard Collective is set for May 6<sup>th</sup> in Tilden Park in Berkeley, California.

## Alliance Members Speak Out for Conservation



It's been a busy month for Alliance members walking the talk for conservation. Last week, Kim Coupounas (above), co-founder of Alliance member GoLite, spoke at a press conference at which Congressman Jared Polis announced new legislation to protect 167,000 acres of public lands in Colorado. Coupounas shared the podium with the Congressman, and talked about the economic benefits of conservation.

Earlier this month, during negotiations over the 2011 budget, the Obama Administration agreed to de-fund the new BLM Wild Land policy, which Interior Secretary Ken Salazar had announced in December. The policy gave BLM clear authority and direction to maintain inventories of their lands that have Wilderness characteristics. Republicans fought hard to deny the program any funding, and won. In response, The Conservation Alliance and Outdoor Industry Association sent a letter expressing our deep disappointment to key officials in the Obama Administrations. Representatives from both organizations plan to meet with those same officials in Washington DC in May to urge them to fight to fund the program during 2012 budget negotiations.

## Winter 2011 Funding Cycle Grantees Announced

In case you missed our special announcement a few weeks ago, The Conservation Alliance awarded \$500,000 to the 17 organizations listed below during our Winter 2011 funding cycle. This year, The Conservation Alliance will contribute \$1 million to organizations working to permanently protect wild places. Please check out the full summary of the Winter 2011 Funding Cycle by [clicking here](#).

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**2011 Winter Grants**

Access Fund: <i>Boulder, CO</i>	\$ 25,000
Adirondack Mountain Club: <i>Lake George, NY</i>	\$ 30,000
American River Conservancy: <i>Coloma, CA</i>	\$ 30,000
California Wilderness Coalition: <i>Oakland, CA</i>	\$ 35,000
Canadian Parks and Wilderness Society: <i>Ottawa, ON</i>	\$ 30,000
Conservation Resource Alliance: <i>Traverse City, MI</i>	\$ 30,000
Deschutes Land Trust: <i>Bend, OR</i>	\$ 30,000
Dogwood Initiative: <i>Victoria, BC</i>	\$ 30,000
Grand Canyon Wildlands Council: <i>Flagstaff, AZ</i>	\$ 30,000
Greater Yellowstone Coalition: <i>Bozeman, MT</i>	\$ 30,000
New Mexico Wilderness Alliance: <i>Albuquerque, NM</i>	\$ 30,000
Our Ocean: <i>Portland, OR</i>	\$ 30,000
Pacific Rivers Council: <i>Portland, OR</i>	\$ 30,000
Rivers Without Borders: <i>Clinton, WA</i>	\$ 25,000
Society for the Protection of New Hampshire Forests: <i>Concord, NH</i>	\$ 25,000
The Wilderness Society – ID: <i>Boise, ID</i>	\$ 30,000
Western Rivers Conservancy: <i>Portland, OR</i>	\$ 30,000

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**Total**    **\$500,000**

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The Conservation Alliance  
[www.conservationalliance.com](http://www.conservationalliance.com)

541.389.2424