



# The Conservation Alliance eNewsletter

June 2010

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### Dear Serena,

I'm writing this message in between reading the 54 grant proposals we recently received during our Summer 2010 funding cycle. It is always inspiring to read these proposals and learn about the many amazing conservation

## Summer 2010 Funding Cycle Underway

Our summer grant cycle is well underway. 54 potential grantees submitted proposals for the Summer 2010 funding cycle and we are currently reviewing them with a fine tooth comb. We will disburse at least \$400,000 in funds during this funding cycle. The Conservation Alliance board will meet on August 2 to determine which of the proposals we will include on the final ballot. We will send the final ballot to each member company the week of August 9. Based on our members' vote, we will send grants to organizations by October 1st.



## Welcome to Our New Board Members

By the vote of our membership, The Conservation Alliance has elected Topher Gaylord, President of Mountain Hardwear, and Linda Tom, Marketing Manager at KEEN, Inc. to new three-year terms on the Alliance board of directors. The Alliance board also elected Ted Manning, VP of Merchandising at Eastern Mountain Sports, to fill a vacant seat.

"This election both expands our board, and brings exciting fresh blood to The Conservation Alliance," said John Sterling, Conservation Alliance Executive Director. "We will benefit from the broad range of experience that Topher,

efforts happening throughout North America. Thanks to our members, we are in a position to support many of these efforts. At the same time, we are busy getting ready for the Summer Outdoor Retailer trade show. We are planning many exciting and inspiring events, including our breakfast on August 4. You won't want to miss hearing from historian Douglas Brinkley. We look forward to seeing many of our members at the show, and to working with you all to support another round of conservation. Together, we are Keeping it Wild!

*John Sterling*

*Executive Director*



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Linda, and Ted bring to the table."

Gaylord served as a founding board member and Interim President of the European Outdoor Group Association for Conservation while working for The North Face in Europe. Tom manages KEEN's Hybrid.Care program through which the company partners with social and environmental organizations, and has played an instrumental role in implementing the successful KEEN/Conservation Alliance partnership over the past five years. Manning, a lifelong conservationist, has played a key role in orchestrating Eastern Mountain Sports' participation in The Conservation Alliance Legacy Fund, and other initiatives.

With the help of these three new directors, The Conservation Alliance board will develop a new, three-year strategic plan in November.

## **The Sun was Shining on the Seattle Backyard Collective!**



Warm weather and a bit of sunshine greeted ConservationNEXT volunteers as they began to arrive at Mt. Baker Park for the 2<sup>nd</sup> Annual Seattle Backyard Collective.

Cascade Land Conservancy, Green Seattle Project and ConservationNEXT put together a full morning of work and more than 80 volunteers from Patagonia, Stanley (a brand of PMI), Outdoor Research, Nikwax, Clif Bar, Brooks, Filson, Teva, and Cascade Designs came together to pull invasive plants and spread mulch on the hillsides of one of Seattle's most popular urban parks.

It is said that many hands make light work. In only four hours, volunteers removed 24 cubic yards of debris (invasive blackberry and ivy) from 12,000 square feet of earth, on which 35 cubic yards of mulch was spread.

Once the work was done, volunteers enjoyed lunch and visited with Conservation Alliance Grantees Washington Wilderness Coalition, Alaska Wilderness League, American Rivers, and the Cascade Land Conservancy.

Huge thanks to Krissy Moehl, Green Seattle, the Cascade Land Conservancy, Patagonia, Nikwax, Brooks, Stanley (a brand of PMI), Outdoor Research, Clif Bar, Brooks, Filson,

Teva, Cascade Designs and Bear Naked Granola for providing support, product donations, nourishment, and volunteers to another successful Backyard Collective.

### **Conservation Alliance Members Visit DC**

The Conservation Alliance organized a trip to Washington, DC June 21-23 to demonstrate outdoor business support for protecting wild places throughout the US. Board member Gareth Martins (Osprey Packs) and Brook Shinsky (The North



Face) joined Executive Director John Sterling on the trip. The trio met with 15 Congressional offices over two days to talk about the importance of protecting public lands and rivers in Oregon, California, Idaho, Tennessee, Utah, and Colorado. We are hopeful that Congress will bring up an omnibus lands package later this year, like the one that passed in 2009, protecting 2 million acres of land and 1000 miles of rivers.

### **Conservation Alliance Breakfast to Headline Great Events at OR Show**

The Conservation Alliance Breakfast at the upcoming Outdoor Retailer Show will feature a talk by Douglas Brinkley, award-winning writer, professor History at Rice University, and commentator for CBS News. His recent book, *Wilderness Warrior*, details Theodore Roosevelt's commitment to conservation and the unprecedented steps he took as President to protect 230 million acres of land throughout the US. Brinkley is now putting the finishing touches on *The Quiet World: Saving Alaska's Arctic Refuge*, to be released in November. In his talk, Brinkley will trace the arc of conservation in America from Roosevelt to the present. [Click here for full details.](#)



**When: Wednesday, August 4th**

**Time: 7:00 a.m. - 8:50 a.m.**

**Where: The Marriott, Salon F, Open to the public**

### ***Keep It Wild Day at Summer OR Show***



Join the Conservation Alliance and several of our member companies in the celebration of *Keep It Wild*, on Wednesday, August 4, Day 2 of the Outdoor Retailer Show. After The Conservation Alliance Breakfast, we encourage you to visit Alliance member company booths throughout the day to "Take Action" on behalf of Conservation Alliance Grantees stationed in those booths. You may also purchase sweet swag at unbeatable prices to benefit the Alliance. Cap off Day 2 at the KEEN booth for The Conservation Alliance *Keep It Wild* Party featuring The Outdoor Industry All-Star Band, refreshments, raffle prizes and a celebration of environmental action.

### **Great Pants for a Great Cause!**

Mountain Khakis announces the sale of MKs for just \$20 in the 2<sup>nd</sup> Annual Conservation Alliance fundraiser!

Starting June 28<sup>th</sup> through Friday July 23<sup>rd</sup>, Outdoor Industry folks are encouraged to participate by ordering MK's for \$20 a pair. All sales benefit the Conservation Alliance.



To score this sweet deal, you must be a member of the outdoor industry and attend Outdoor Retailer this August. **Pants will not be shipped, they must be picked up at the Mountain Khaki's booth during the Summer show.**

How it works:

1. Go to [www.mountainkhakis.com/cyamk](http://www.mountainkhakis.com/cyamk) and place your order (limit 2 pair)
2. Pick up your duds at MK Booth #34181
3. Wear your new duds at OR - we want to see you sportin' them in the halls.