



The Conservation Alliance eNewsletter

May 2010

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Conservation Alliance Membership Grows: *Six New Members Since January*

We are excited to report that the Conservation Alliance membership continues to grow. Since January, we have added six new members: Arc'teryx; Briggs & Riley; Jetboil; STM Bags; The Vanishing America Project; and Woolrich. We're thrilled to welcome these brands into our collective effort to protect special wild places throughout North America.

Grantee Update: *Our Dollars at Work*



British Columbia's Flathead Valley, now protected from mining and oil & gas development. (Photo: Sierra Club of BC)

Dear Serena,



It's that time of year here at The Conservation Alliance

Every six months, we receive formal, written updates from our grantees about the progress they have made on the the projects we support through our funding program. On April 1, we received 15 final reports on the grants we made in April

when we spend a lot of time on the phone and in person with groups that plan to apply to us for funding. We sent a request for proposal to 55 organizations two weeks ago, and look forward to reading about the many great conservation projects that are in the works throughout North America. We remain optimistic that this is a great time to invest in conservation work. On the heels of last year's major success with the passage of the Omnibus Public Land Management Act, Congress has taken up 14 separate Wilderness bills that would protect 1.8 million acres of land in the US. Most of these efforts are driven by groups we have supported. In Canada, viable efforts are afoot - with our support - to protect the Flathead Valley and the Taku River in BC, and the Peel River Watershed in the Yukon Territories. None of this great work happens without the commitment of our member companies.

Speaking of which, our members will soon become familiar with a new face at the Alliance, as Serena Bishop takes over as our new Program

2009, and another 19 interim reports on the the grants we made in October 2009. Reading these reports is always inspiring, as it reminds us of all the terrific conservation work happening every day fueled, in part, by our funding. Please [click here](#) to check out a summary of the reports we recently received.

Transition at the Alliance:

Welcome Serena Bishop; Farewell Krissy Moehl

Here at The Conservation Alliance, we pride ourselves in providing exceptional service to our members and partners in the conservation community. Since November, 2007, much of that work has been handled by Program Associate, **Krissy Moehl**. As we announced in last month's eNews, Krissy has decided to pursue her promising ultrarunning career full-time, and her final day at the Alliance was April 30. Krissy will continue to help the Alliance on a contract basis through the August Outdoor Retailer Show. We are grateful to Krissy for the contributions she made to the organization, and wish her the best with her new endeavors.

Though we will miss Krissy, we are excited to announce that **Serena Bishop** is our new Program Associate, and has started to pick up where Krissy left off. Serena, who started with the Alliance on May 10, comes to us with a solid background in the outdoor industry. She has worked for Patagonia, Altrec.com, Adidas, and Pine Mountain Sports, a retailer here in Bend. Serena will anchor our member relations and communications efforts and play an integral role in keeping the Alliance moving in the right direction. In her free time, Serena is an accomplished cyclist, skier, and all-around fan of things outdoors.



Farewell
Krissy!



Welcome
Serena!

Cleaning up the Presidio: *Second Annual*

Associate. Many of you will meet Serena at the Outdoor Retailer Show in August. She is already playing a key role in planning the many events we have slated for the show.

As always, there's a lot going on here. We hope you enjoy this update. Please contact us if you have any questions.

John Sterling
Executive Director

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Bay Area Backyard Collective a Big Success



More than 70 employees from Conservation Alliance member companies based in the San Francisco Bay Area converged on the Presidio for the Second Annual Bay Area Backyard Collective. The group task...WEEDING! And that's they did. Overall the group removed 76 bags of invasive plant species or the equivalent of 4 full pickup trucks of radish, poison hemlock, bur clover, Italian wild rye, checkweed, stinkwort, and riggut grass.

Participants included employees from Ahnu, CamelBak, CLIF Bar, Mountain Hardwear, The Forest Group, and The North Face. Huge thanks go to Deanna Lloyd (The Forest Group), Brook Shinsky (The North Face), the California Wilderness Coalition and the Golden Gate National Park Conservancy for organizing the event.

We are planning additional Backyard Collective events in Salt Lake City, Seattle, Portland, Bend, Boulder and elsewhere.

[Click here for details.](#)

2010 Backyard Collective schedule:

Location	Date
Seattle	June 11
Salt Lake City	July
Portland	August
Denver	August
New Hampshire	September
Bend	September 24

Great Events on Tap at Summer Outdoor Retailer



The Conservation Alliance
Outdoor Business Giving Back to the Outdoors

Save the Date!
Conservation in America: Teddy Roosevelt to the Arctic National Wildlife Refuge
A Special Talk by Historian Douglas Brinkley

The Conservation Alliance Breakfast
Wednesday, August 4, 2010, 7-9 AM
The Marriott, Salt Lake City

Douglas Brinkley is an award-winning writer, professor of 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. Don't miss this opportunity to learn from one of our most renowned historians the important role conservation and wilderness play in the American psyche. Open to the public. Bring a friend! **Arrive tired, leave inspired.**



We are hard at work organizing events for the August Outdoor Retailer Show. As always, our big event is The Conservation Alliance Breakfast, which will be Wednesday, August 4, 7-9 AM at The Marriott. Our guest speaker is historian Douglas Brinkley. [Click here for details](#). In addition to the breakfast, many of our members will host fundraising events at their booths. Stay tuned for more details on these fun opportunities to pick up great product while supporting The Conservation Alliance.

And, don't forget to follow us on Twitter at the show!



Canada Goose Cup

The Canada Goose Cup, an all-comers ice-hockey tournament benefitting The Conservation Alliance, returns to the Salt Palace at Outdoor Retailer Winter Market. All proceeds raised by the event will go directly to The Conservation Alliance. Although the sweat and tears of the tournament won't begin until January 20th, 2011, team registration will take place during ORSM, at The Conservation Alliance breakfast on August 4th and the Canada Goose booth (#5045).



The cost to participate is \$500 per team which will be donated directly to The Conservation Alliance. For an additional \$100 donation, your company logo can be featured on the rink boards. With the popularity of the ORWM 2010 event, space is very limited and we encourage everyone to sign up in August for a chance to put a team in the rink.

Member Spotlight: Ocean Minded

We asked Bob Tanner, of new member Ocean Minded, their reason for joining the Conservation Alliance. Here is the story:

[Ocean Minded](#) is an ocean lifestyle brand offering footwear and apparel for active outdoor enthusiasts. Our company entered the outdoor space this year, and one of the first commitments we made to this market was to join the [Conservation Alliance](#).
Why?



The answer goes back to our inception. We're a group of individuals committed to living, protecting and respecting the environment. We're well known for our

[beach clean-up events](#) through which we engage local community members and share the importance of protecting our beaches.

Our mission parallels The Conservation Alliance and specifically, ConservationNEXT's Back-Yard Collectives. When John Sterling and I met at Outdoor Retailer Winter Market, we immediately realized the synergies between our organizations. John was working to create more awareness among the Conservation Alliance family for ocean conservation, and we wanted to a stronger connection to inland conservation.

We're thrilled that through our partnership we're furthering our mission. Since we've joined, The Conservation Alliance announced the funding of their first marine conservation campaign in several years with a grant to Our Ocean, a group working to establish marine reserves in Oregon.

We're excited to roll up our sleeves and clean up a waterway with you.

Make Your Lunch Run Count

Ahnu has donated over \$4,600 to The Conservation Alliance this year through their sponsorship of the [Plus 3 Network](#), an online platform for individuals to track their runs, rides, swims, and yoga classes.



Want to make your noon-time yoga session really count? Sign-up with the Plus 3 Network and keep track of your daily lunch-run or bike-commute. Not only will you feel great and stay motivated, but every time you get your heart rate up, Ahnu will donate a couple of pennies to The Alliance. And with all of us working together, those pennies really add up!

Four easy steps to get you rolling:

- Log on to: www.plus3network.com
- Create an account and select [The Conservation Alliance](#) as your cause.
- Go for a run, a ride, or a hike.
- Keep track! Every time you get out, be sure to log it on the Plus 3 Network.

Thanks for reading!

Sincerely,

John Sterling
Executive Director

Serena Bishop
Program Associate