



In This Issue
New Board Members
Uranium Mining Ban Extended
CA Breakfast
Keep It Wild Day!
Canada Goose Cup

Conservation Alliance Membership Elects New Board Members

Gareth Martins, Kate Ketschek Elected to Three-Year Terms

The Conservation Alliance membership elected Gareth Martins, Director of Marketing at Osprey Packs, and Kate Ketschek, Director of Marketing and Public Relations for NEMO Equipment to new three-year terms on the Alliance board of directors.

Martins was re-elected after serving a full term during which he has chaired the Alliance's Outreach Committee, and been active in advocacy efforts. Ketschek is new to the board, and fills the seat vacated when Black Diamond's Adam Chamberlain completed his board term.



"This election brings us both continuity and fresh blood," said John Sterling, Conservation Alliance Executive Director. "Gareth has made huge contributions over the past three years, and we're excited to have his passion and expertise for another three years. Kate brings us new energy and marketing depth, and adds to the board's East Coast contingent."



Five nominees ran for the two board seats in what was another tight election. The Conservation Alliance board and staff thank everyone who ran.

"We are fortunate to have such strong interest in board service," said Sterling. "We only wish we had seats for everyone who is interested in serving."



Dear Serena,

Last week, I got up early (very early) and skinned to the top of South Sister, a snow-covered volcano in our backyard Three Sisters Wilderness area. From the top, I could see most of Oregon's highest mountains, from Mt. Hood to the north to Mt. McLaughlin to the south. As I sat waiting for the snow to soften into fine corn, I reflected on the fact that each of these mountains was protected as Wilderness, because previous generations knew it was important. There were no snowmobiles in earshot, and no logging proposals on the horizon. Just magnificent alpine landscapes permanently protected for their habitat and recreation values. I skied the 5,000 vertical feet back to my car, and made it home by 11 AM. That was a quick Wilderness trip, but special nonetheless. As I think about the work The Conservation Alliance supports, I think about all the people that will one day enjoy those special places our grantees are fighting to protect. Huge thanks to our members for participating in our efforts. Future generations of dawn patrollers will thank you!

John Sterling
Executive Director

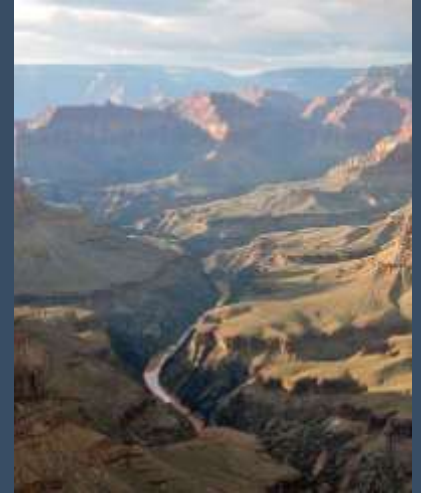
The new three-year board terms begin immediately after the August 3 board meeting.



Grantee Good News!

Grand Canyon Moratorium on Uranium Mining Extended

The federal government on Monday extended for six months a moratorium on new uranium mining claims in a million-acre buffer zone around the Grand Canyon as it awaits the conclusions of a study of potential environmental harm to the region. Interior Secretary Ken Salazar announced the extended prohibition, and added that Interior's preferred alternative in a new Environmental Impact Study is to ban all new uranium mining leases for the next 20 years. A final decision on the plan is due on December 20.



The Conservation Alliance funded the Grand Canyon Trust's efforts to win a 20-year ban on new mining leases.

[Click here for the full story from the New York Times.](#)

Save the Date!

The Conservation Alliance Breakfast

Save the Date for The Conservation Alliance Breakfast

on Friday, August 5 at The Marriott in Salt Lake City.

Our guest speaker is novelist, award-winning poet, and Yosemite National Park Ranger, Shelton Johnson. Johnson played a prominent role in Ken Burn's

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. 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 enjoy broader support. Johnson is author of the novel *Gloryland* (Sierra Club Books). The Conservation Alliance Breakfast is open to the public, so bring a friend! [Click here for details.](#)



Where: The Marriot Downtown, Salt Lake City

When: Friday, August 5th, 7am-9am

Arrive tired, leave inspired!

Keep It Wild Day at Summer OR

Join the Conservation Alliance in the celebration of *Keep It Wild Day*, on Friday, August 5, Day 2 of the Summer Outdoor Retailer Show in Salt Lake City. Keep It Wild Day will kick off with The Conservation Alliance Breakfast and continue throughout the day.



Visit Alliance member company booths to take action on behalf of Conservation Alliance Grantees stationed in those booths. Cap off Day 2 of the show at the KEEN booth for The Conservation Alliance *Keep It Wild Party*, a celebration of environmental action, featuring Timmy O'Neill as MC, *The Keep It Wild Recess*, featuring silly games, refreshments, and chances to win KEEN Footwear, 1 of 2 gear packages.

Throughout the show, member companies will also be hosting fundraising events on behalf of The Conservation Alliance, offering great gear at screaming deals. Stay tuned for details!

Canada Goose Cup

The Canada Goose Cup for The Conservation Alliance street hockey tournament is returning to the Salt Palace for Outdoor Retailer Winter Market 2012. The tournament isn't until the January 19 Industry Party, but it's not too early to start getting those hockey legs back in shape. Registration to commit to hosting a team will be taking place during the Summer OR Show, both at The Conservation Alliance Breakfast on August 5, and at the Canada Goose Booth (#26039) throughout the show.



The cost to participate is \$500 per team, which will be donated directly to The Conservation Alliance. To date, the Canada Goose Cup has raised more than \$13,000 for the Alliance. Popularity of the tournament results in very limited space, and we encourage everyone to sign up in August for a chance to suit up in January.

The Conservation Alliance

541.389.2424

www.conservationalliance.com