



Dear Serena,



Happy Spring from The Conservation Alliance! It's been a busy year already with more exciting news on the way. Next week, we will announce which groups will receive grants from our Winter 2011 funding cycle. Meanwhile, please enjoy the content of this eNews. Each month we

compile updates on our work to share with you, and it always leaves us impressed with the many ways the outdoor industry rallies behind the protection of our wild lands and waterways. Thanks as always to you for your support and interest in the work of The Conservation Alliance!

John Sterling  
*Executive Director*

## The Conservation Alliance Visits Washington, DC



The Conservation Alliance board and staff met for two days in March in Washington, DC. The trip included a full day of board education on which the board heard presentations about conservation policy, including Wilderness, the BLM Wild Land policy, Land and Water Conservation Fund, and key issues impacting Alaska. On the second day, the Alliance board took to Capitol Hill, and met with Congressional offices to voice business support for legislation to protect wild lands and waterways.

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### New Member Spotlight: Icebreaker

Icebreaker joined The Conservation Alliance in January and has all ready proven a passionate partner in the protection of our last wild places. When asked why The Conservation Alliance is important to Icebreaker, Lisa Thompson, President of U.S. Sales, had this to say:

"Environmental responsibility is part of Icebreaker's DNA, from the outset our brand has been about our relationships to nature and to each other. With over half of the world's population now living in cities we know it is easy to get disconnected from nature. It is our intention to be a bridge from the city to nature.

We are thrilled to be joining The Conservation Alliance in their efforts to protect natural spaces through some of the most compelling conservation projects in North America. Places that allow people to get reconnected to nature. Nature is an amazing design everyone should be

## Nominations for Summer 2011 Funding Cycle Due May 1

We are now excepting nominations for the Summer 2011 funding cycle. As a member of The Conservation Alliance, your company has the privilege of nominating two organizations per funding cycle. The nomination deadline is May 1.

### How to Nominate:

1. Click here to download the [Nomination Form](#).
2. Save your completed nomination form to your computer, one per nominated organization, please.
3. Click on the following e-mail link to call up a blank message to [serena@conservationalliance.com](mailto:serena@conservationalliance.com)
4. Attach your completed nomination form(s) to that message, and hit send. We will acknowledge receipt of your nomination(s).

## Welcome New Board Member Nathan Pund!

Please join us in welcoming Nathan Pund to The Conservation Alliance Board of Directors. Nathan is filling the seat vacated by Adam Forest. His term expires in August 2012.



Nathan is a Managing Director of D.A. Davidson's investment banking group, focusing on investment of the Outdoor Industry and was formerly a Managing Director and Co-Founding Partner at Silver Steep Partners, a long time Conservation Alliance Member. Nathan currently serves as an officer in the United States Naval Reserves and previously served on active duty with Special Operations Command Central. He sits on the on the board of directors of Leave No Trace and is Father to a very adorable 6 month old son.

## Welcome New Member Companies

Since the January Outdoor Retailershow, we have added four new members toThe Conservation Alliance. We are excited to see these members already stepping up and get involved in the Backyard Collective Program and Grantee Voting & Nomination processes.

Please welcome our newest members:



able to experience it."

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Donovan & Company [aboriginal-law.com](http://aboriginal-law.com)  
Icebreaker [icebreaker.com](http://icebreaker.com)  
Slingfin [slingfin.com](http://slingfin.com)

## Join the Conservation Conversation

Leverage your membership and help spread the good work of The Conservation Alliance by engaging with us through social media channels. The Conservation Alliance currently has a social media presence on three platforms; Twitter, Facebook, and The Conservation Alliance Blog.

 Facebook

[www.facebook.com/conservationalliance.com](http://www.facebook.com/conservationalliance.com)

 Twitter

[www.twitter.com/conservationall](http://www.twitter.com/conservationall)

 The Conservation Alliance Blog

[www.conservationalliance.com/blog](http://www.conservationalliance.com/blog)

For more details on our Conservation Conservation Program, [click here](#) to see our Social Media Cheat Sheet.



**Join the Conservation Conversation!**



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

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