



The Conservation Alliance
Outdoor Business Giving Back to the Outdoors



The Conservation Alliance eNews

May 2011

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Dear

Serena,

I recently spent four days floating down the Owyhee River in Southeastern Oregon. It's a designated Wild and Scenic River surrounded by 1 million acres of BLM Wilderness Study Areas. The Owyhee is one of those places that you visit and never forget. It's remote, stunningly beautiful, teeming with wildlife, and rich in archeological history. One of our grantees -- Oregon Natural Desert Association -- is trying to protect the Owyhee as Wilderness. At the same time, certain members of Congress would like to lift the administrative protections currently in place for the area. I'm fairly certain these same members of Congress have never seen the Owyhee; they simply don't like the notion of any restriction on our public lands. Floating through the Owyhee made me grateful to our member companies who believe in the work we do here at The Conservation Alliance. The grants we make go to important efforts to ensure that places like Oregon's Owyhee remain special. Big thanks to all of you who help bring the outdoor industry's voice -- and dollars -- to bear on critical conservation efforts.

John Sterling
Executive Director

**Member Spotlight:
SmartWool**

Save the Date!

The Conservation Alliance Breakfast

Save the Date for The Conservation Alliance Breakfast on Friday, August 5th 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 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. His talk, "Diversity and Wilderness" will focus on our need to build a conservation ethic among communities of color to ensure that our National 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 and several of our member companies in the celebration of *Keep It Wild Day*, on Friday, August 5, Day 2 of the Summer Outdoor Retailer Show. Keep It



Wild Day will kick off with The Conservation Alliance Breakfast and continue though out 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'Neil as MC, *The Keep It Wild Recess*, featuring silly games, refreshments, and chances to win some great prizes.

Throughout the show, member companies will also be hosting fundraising events on behalf of The Conservation Alliance, offering great gear at screaming deals. If your company would like to host a fundraising event during the OR Show, or have a Conservation Alliance grantee in your booth during Keep It Wild Day, please email [Serena](#) for details.



In May, Serena spent a day at the SmartWool headquarters in Steamboat, CO. During her visit, she met with the SmartWool Advocacy Team and was ever impressed with their enthusiasm and dedication to The Alliance. When asked why Conservation Alliance membership is important to SmartWool, Hamish Morrin, Director of International Business Development and Advocacy Board Co-Lead had this to say:

At SmartWool, most of us were drawn to the industry because of our love for the outdoors. The Conservation Alliance does a great job at pulling the entire outdoor industry together to protect the wild spaces that give us all so much joy. By supporting The Conservation Alliance, we know these wild spaces will be protected for generations to come.

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Wilderness Study Areas Under Siege

Walking the Talk Conservation Alliance, OIA Members Oppose Anti-Wilderness Legislation

Outdoor industry companies signed a letter opposing legislation that would revoke the Clinton-era Roadless Rule and remove protections for seven million acres of BLM Wilderness Study Areas. The Wilderness and Roadless Area Release Act of 2011 (H.R. 1581), introduced by Congressman Kevin McCarthy (R-CA) is the latest in a string of anti-conservation measures forwarded by members of Congress.

"Over the past decade, the outdoor industry has fought to support the Roadless Rule and to defend Wilderness Study Areas. This bill would nix all that hard work," said John Sterling, Executive Director of The Conservation Alliance.

The letter was signed by 26 companies who serve on The Conservation Alliance and Outdoor Industry Association boards, and delivered to key members of Congress.

Board of Directors Elections

Reminder to Members: Don't Forget to Vote!

Five representatives from Alliance member companies have been nominated to fill two board seats. Help to chart the future of The Conservation Alliance!

Please send your Board of Directors Election Ballot to [Serena](#) by **Friday, June 3rd, 2011**.

Backyard Collectives a Huge Success

The 2011 Backyard Collective Season is well underway! Two Backyard Collective Events have taken place so far this year; engaging more than 200 member company employees from California based member companies.

Santa Barbara Backyard Collective

On April 7th, over 100 volunteers from Deckers, Horny Toad and Patagonia 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. The Los Padres Forest Watch, a recent grantee of The Conservation Alliance, helped to organize the clean up.

Bay Area Backyard Collective

Over 100 employees from CamelBak, The North Face, Mountain Hardwear, Jansport, Clif Bar, REI and Ahnu Footwear, participated in the Bay Area Backyard Collective, held on May 6th. The Conservation Alliance partnered with California Wilderness

Coalition and East Bay Region Park District to organize a great day of trail maintenance. The group worked tirelessly restoring a badly eroded and overgrown trail by installing and finishing drain dips effective at diverting water off of the trail. Volunteer's also pruned vegetation, improved the trail tread, and eliminated berms that would create future water issues on the trail. This trail looks 100% improved thanks to everyone's hard work!

Next Up!

Salt Lake City, UT - June 23rd
Seattle, WA - July 22nd
Portland, OR - August 26th
Boulder, CO - August 26th
Bend, OR - September 29th
Northeast - TBA

Summer 2011 Grant Cycle Update

Our summer grant cycle is well underway. Our members nominated 62 organizations who have been invited to submit grant requests by our June 10 proposal deadline. Members of The Conservation Alliance will receive Summer 2011 Grant Cycle Ballots in August. Based our members' votes, we will award \$500,000 during this funding cycling, bringing our 2011 grant awards to \$1,000,000!



New Grant Review Opportunity!

To help our members make more-informed decisions when they vote on who we should fund, The Conservation Alliance will host a Summer 2011 Grant Review Seminar immediately following The Conservation Alliance Breakfast on Friday, August 5, 9 AM, at The Marriott in Salt Lake City. Conservation Alliance staff will briefly review each of the grant requests on the ballot, and answer questions about the projects under consideration. If you would like to learn more about the grant requests before you vote, please join us.

The Conservation Alliance
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