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Dear Serena,

I'm writing this note on the last day of Summer, reflecting on the past several weeks. My family took our annual vacation to Tuolumne Meadows in Yosemite. Before becoming part of a National Park, Tuolumne's grassy meadows were open to sheep grazing, and its peaks were the focus of intense mining activity. The now-famous Tioga Road was built in part to ease the transport of minerals to the Bay Area. The extractive activities led activists -- including John Muir -- to fight for Yosemite to be protected as a National Park, which happened in 1890. 120 years later, it is so easy to take for granted the efforts those early conservationists made to save places like Tuolumne Meadows, a place that remains largely unchanged since I first visited it more than 20 years ago. Our grantees are working to save places in their back yards using the same tactics that Muir and his pals used to save Yosemite. And our supporters help provide the financial resources these organizations need to get the job done. Someday, our successors may take our efforts for granted, but today, know that they are deeply appreciated.

Summer 2011 Grant Announcement Coming October 1



Thank you to all of our members who returned ballots during our Summer 2011 funding cycle. We included 28 projects on the final ballot of which we will be able to fund 18-20. Our grant total for this round will be \$550,000, our largest disbursement ever. The deadline to return ballots was last Friday. Conservation Alliance staff and board members are in the process of tallying the votes and drafting a final funding plan for the cycle. We will announce the results no later than October 1.

Ads for the Earth Auction, October 17th - 21st

<http://auctions.readysetauction.com/conservationalliance>



Each of the displayed ten publications has donated one full-page or half-page, full-color ad to The Conservation Alliance. These ad pages are up for sale in an online auction beginning Monday, October 17. Bidding starts at 30 percent of full value. All proceeds will support our efforts to protect North America's wild places. Bidding begins Monday, October 17th at 5 AM Pacific/8 AM Eastern, and ends Friday, October 21th at 2 PM Pacific/5 PM Eastern. Ad space purchased in the auction may be used in any issue of the publication during the 2012 calendar year. We ask that the winning bidders not use these ads to replace space they were already planning to purchase.


Here is your opportunity to support The Conservation

Sincerely,
John Sterling
Executive Director



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Alliance while increasing your brand visibility!

We are grateful to these generous publications for their donations, and to each of you for your membership in The Conservation Alliance.

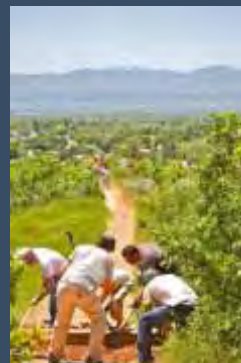
Backyard Collectives: A *Busy Summer!*

Since our last newsletter, The Conservation Alliance has hosted five Backyard Collective Events, in all corners of the country. Here's a quick and dirty recap of each event:

Salt Lake City, UT - June 23rd

An energetic group of 60 volunteers spent an afternoon working hard to fix up the trails and general landscape of Grandeur Peak Open Space.

Employees from 3point5, Backcountry.com, Black Diamond, Gregory, Hotwax Media, Patagonia, Petzl, and Treasure Mountain Inn were able to install 22 water bars, 10 check dams, and 2 fences. They were also able to clean up the area of invasive plants and filled 14 bags of myrtle spurge.



We partnered with Conservation Alliance grantee, Save Our Canyons, and Salt Lake City Climbers Alliance to organize the service project. After a half day of trail maintenance, volunteers celebrated their hard work at Black Diamond's annual fundraising party for The Salt Lake City Climbers Alliance.

Seattle, WA - July 22nd

More than 60 volunteers came out for the Seattle Backyard Collective in Westcrest Park from member companies Outdoor

Research, Nikwax, Brooks, Filson, Cascade Designs, Stanley, a brand of PMI, Clif Bar, Patagonia, and Runner Girl Races.

This great group of volunteers removed over 12,000 square feet of invasive ivy plant and created 23 tree survival rings. We partnered with the Cascade Land Conservancy and The Green Seattle Partnership to organize the service project. After a day of park restoration, the volunteers celebrated their hard work with a picnic lunch and volunteer fair. Representatives from Conservation Alliance grantees, Cascade Land Conservancy, American Whitewater and Washington Wilderness Coalition shared additional ways these volunteers could support environmental efforts in their backyard.

Portland, OR - August 26th

250 volunteers from Conservation Alliance member companies KEEN, Inc., Columbia

Sportswear, Icebreaker, Merrell, Horny Toad, REI, and Egan &

Associates took advantage of one of the summer's nicest days; pulling ivy, rebuilding trails and demolishing a decommissioned foot-bridge in Forest Park and Sellwood Park.



Stephen Hatfield, Stewardship Director of The Forest Park

Conservancy announced during lunch, "The volunteers I was working with at Pittock Mansion were unbelievable... the hardest working crew I have ever spent a day with!". In just one day, "volunteers from The Conservation Alliance Backyard Collective provided 10% of Forest Park's annual volunteer hours!"

Boulder, CO - August 26th



In partnership with the Colorado Mountain Club, Eldorado Canyon State Park, and Conservation Alliance member companies, more than 100 volunteers worked tirelessly on trail

maintenance and habitat restoration in Eldorado Canyon State Park, just outside of Boulder.

The volunteers wrapped the day enjoying refreshments provided by New Belgium Brewery, and learning about additional ways they can support the local environmental efforts of Colorado Mountain Club, Colorado Environmental Coalition, and The Access Fund.

Peterborough, NH - September 13th

More than 100 volunteers from Eastern Mountain Sports, Briggs & Riley Travelware, EarthTec, NEMO Equipment, Jetboil, and Polartec came out to support the East Coast Backyard



Collective. This great group of volunteers partnered with several local environmental organizations and spread out through the Monadnock region of New Hampshire to work on a variety of conservation and restoration projects.

Volunteers celebrated their efforts and hard work with at Eastern Mountain Sports base camp. During lunch, local non-profits including The Society for the Protection of New Hampshire Forests, New Hampshire Audubon, Harris Center for Conservation Education, New Hampshire State Parks, and the Alaska Wilderness League were able to share additional ways volunteers could support their environmental efforts.

The final Backyard Collective of 2011 will be held this Thursday, Sept 29th, in Bend, OR.

Patagonia Tools Conference for Grassroots Activists



Once every two years, Patagonia hosts their [Tools for](#)

Grassroots Activists Conference on the shore of Fallen Leaf Lake, California. This year, during the second week of September, Serena and John, along with 100 other passionate, motivated conservation professionals gathered to learn from, inspire and teach one another how to be more effective advocates for the natural world.

John teamed up with Oregon Natural Desert Association Executive Director and Conservation Alliance Grantee, Brent Fenty, and Ben Alexander, of Headwaters Economics, to share their expertise on how working with businesses can move conservation projects forward. By using economic data to show strong correlations between land conservation and protection and economic prosperity, the trio debunked the myth of "Jobs versus the Environment" and replaced it with "Jobs and the Environment".

After a few days back in the office, Serena has this to say about her experience at the Tools Conference.

"Words cannot begin to do justice to the wealth of knowledge, passion, and inspiration shared at Patagonia's biennial conference for grassroots activists. The individuals gathered together for these few days represent the next generation of environmental champions, fostering solutions to the environmental crisis."

We're Moving Offices!

PO Box Stays the Same

After nearly four years in our space on Minnesota Avenue in Bend, The Conservation Alliance is moving a whole block away to a slightly larger space. The new office has windows and quick access to Drake Park in downtown Bend. And the rent is lower! Moving day is Friday, September 30.



Our mailing address and phone number will stay the same: PO Box 1275, Bend OR 97709; 541.389.2424. Those of you who periodically need a shipping address, or who want to visit us, the new street address is:

925 NW Wall St., Suite 202, Bend OR 97701

The Conservation Alliance
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