



The Conservation Alliance

Outdoor Business Giving Back to the Outdoors



The Conservation Alliance eNewsletter

February 2011

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Dear Serena,

As we enter 2011, The Conservation Alliance has never been in a stronger position to support efforts to preserve our most special wild lands and waterways. For the first time in our history, we are planning to contribute more than \$1 million in 2011. Our membership is growing, and our largest members are deepening their commitment to the Alliance. Together, we are demonstrating that businesses can play a meaningful -- and generous -- role in the protection of North America's last wild places. Thank you!

Winter Funding Cycle Voting Underway

The Winter 2011 Funding Cycle is well underway. Conservation Alliance members are reviewing 26 grant proposals from organizations working to protect North America's most special wild places. Those members will complete their ballots to determine which of those 26 projects we should support. We have allocated \$500,000 for this grant cycle. Grants will be announced in early April.

Reminder to Members: Ballots are due March 11th!



Merrell Increases Commitment to Conservation Alliance as a Pinnacle Member

Expanding its commitment as an industry leader in conservation, Merrell, a member of the Conservation Alliance since 2001, has become our newest Pinnacle Member. Pinnacle Members contribute \$100,000 annually to The Conservation Alliance, providing a solid financial foundation for the Conservation Alliance's grant program. .

"Merrell's brand cause is about getting people outside," said Craig Throne, Vice President of Global Marketing for Merrell. "To help drive that effort we make protecting our natural places a priority as they will

Sincerely,
John Sterling
Executive Director



Member Spotlight: Brooks Sports

Brooks Sports has been an active Conservation Alliance Member since 2007. When we asked why Alliance membership is important to them, this is what the Brooks team had to say:

"At Brooks, we strive to do everything we can to protect the natural environment and preserve the places we play. Our membership with The Conservation Alliance is incredibly important because it brings the opportunity to achieve this shared goal with other like-minded companies, and help fund the most effective conservation groups in North America. We offer our support of The Conservation Alliance by holding a biannual fundraising event at the Outdoor Retailer Show, participating in volunteer Backyard Collective events, and supporting legislation to protect our land and water. We hope that our efforts will not only serve the success of The

inspire current and future generations to recreate in the outdoors. The Conservation Alliance is leading this effort and we are proud to extend our support to a Pinnacle level to help defend our natural outdoor playground."

The Conservation Alliance now boasts six Pinnacle Members: Merrell; Patagonia; REI; The North Face; KEEN; and Eastern Mountain Sports.

"Merrell has been a rock-solid member for nearly a decade, and we're thrilled that the company has stepped up to the Pinnacle Member level," said John Sterling, Executive director of The Conservation Alliance. "Merrell is a leader in our industry, and with this commitment, they demonstrate an above-and-beyond commitment to protecting the wild places so important to outdoor customers."

Winter Outdoor Retailer Wrap-Up

In January, The Conservation Alliance Staff descended on Salt Lake City for the Outdoor Retailer Winter Market. It was another successful OR Show that kicked off with our Board Meeting and included The Conservation Alliance Breakfast and a list of amazing fundraising events hosted by our member companies.

The Conservation Alliance Breakfast

"To understand a place, you need to drink from its many waters," said presenting author Craig Childs at the Conservation Alliance Breakfast. Craig captivated a packed room and inspired people to listen to the stories the water tells us every day; and to protect it while we still have the chance.

The Breakfast inspired attendees and celebrated the Conservation Alliance grantee victories of the past year. John Sterling, Executive Director of The Conservation Alliance, shared this good news: "We are proud to announce that in the last year, our member companies and grantees helped to protect 1.6 million acres and 700 miles of rivers, remove two dams and acquire one climbing area."

Conservation Alliance but also encourage others to stand up for Mother Nature. "

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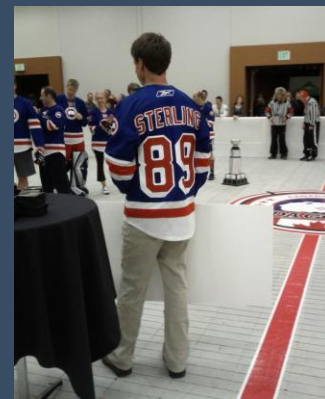
As breakfast-goers exited the venue, they were asked to say "Thank You" to Secretary of the Interior Ken Salazar for his recent decision to preserve

BLM wild lands by adding their signature to picture boards that were then delivered to Salazar's office.

Canada Goose Cup

Sixteen teams took to the rinks for the 2nd Annual Canada Goose Cup, a benefit for The Conservation Alliance. A street hockey tournament held in the Salt

Palace, the Canada Goose Cup was the place to be on the first night of



the show. After two solid hours of aggressive play, the final match was between two Canadian member companies: Arc'teryx and tournament host, Canada Goose. In the end, Canada Goose went home with the trophy and Conservation Alliance Executive Director John Sterling went home with his very own jersey. The Cup raised \$8,700 for The Conservation Alliance. Thanks to Canada Goose, and to all the participating teams!

Fundraising Events

Conservation Alliance Member Companies continue to impress. 19 of our members held fundraising events and together raised more than \$40,000 in support of The Conservation Alliance and our efforts to protect our last wild places.

A huge thank you goes out to the following companies for going above and beyond!

Arc'teryx, Black Diamond Equipment, Brooks Sports, CamelBak, Canada Goose, Columbia Sportswear, Dansko, Horny Toad/NAU, KEEN, Montrail, Mountain Khakis, Nemo Equipment, Osprey Packs, Outdoor Research, Patagonia Footwear, Ruff Wear, Stanley, a brand of PMI, and Timex.

Thank You Outdoor Retailer!

Much of what we accomplish at the OR Shows is made possible by the support and partnership of Outdoor Retailer. In addition to being a member of The Conservation Alliance, Outdoor Retailer goes to great lengths to accommodate our exhibiting members who want to do interesting things at the trade show. Show Director Kenji Haroutunian and his team work hard to make things like the Canada Goose Cup possible -- not an easy task. They also help us promote our events at the trade show, and Kenji himself has lent his considerable singing and bass playing talents to several Conservation Alliance events as a member of the Outdoor Industry All-Star Band. Most important, Outdoor Retailer provides the venue for the crucial face-to-face interaction that brings our work alive for so many of our members. Thank you Outdoor Retailer!

Update from Washington, DC

Much of the conservation work in the US requires partnership from decision makers in Washington, DC. Last week, Conservation Alliance Executive Director John Sterling and board member Steve Barker participated in a briefing for funders that provided insights into what we might expect from the new Congress and the Obama Administration. Every indication is that the political climate for conservation is more challenging now than it was last year. The new leadership in the House of Representatives is reluctant to move legislation protecting our Wilderness areas and wild rivers. And in the Senate, anti-conservation members are committed to using procedural tricks to slow conservation bills. This makes our efforts more important as we need to demonstrate that conservation has real economic benefits.

On the upside, REI CEO Sally Jewell introduced

President Obama as he announced his America's Great Outdoors initiative at the White House last week. Despite the challenges in Congress, it is encouraging that the Obama Administration has made the effort to present a nationwide vision for outdoor recreation and conservation. Time will tell whether the AGO program will facilitate actual protections for wild places.



Finally, Peter Metcalf, CEO of Alliance member Black Diamond Equipment, will speak as a witness in support of the Interior Department's new Wild Land policy at a hearing in front of the House Committee on Natural

Resources on Tuesday, March 1. Peter has long been an outspoken advocate for protecting our BLM wilderness areas, and we're excited that he'll carry that message to Congress next week.

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