When I began serving as executive director of The Conservation Alliance in November 2019, I found an incredible organization with a 30-year history of working with businesses to protect wild places, and a remarkable history of success. I am honored to have the opportunity to lead this organization and look forward to working with you to expand our influence and impact in the coming years.

We celebrated our 30th anniversary in 2019, and our accomplishments lived up to this important milestone. The Conservation Alliance awarded $2 million in funding to 60 organizations working to protect and defend our shared wild places. Our membership grew to include more than 250 member companies, and our grantees delivered 24 conservation victories. Collectively, these groups helped protect 22,509,324 acres of land, 468 river miles and three climbing areas.

For the first time in a decade, Congress passed a package of public lands bills called the John D. Dingell, Jr. Conservation, Management, and Recreation Act, moving eight Conservation Alliance projects across the finish line. Conservation Alliance-funded projects included in this historic legislation established new protections for 2.5 million acres and 679 river miles, and permanently reauthorized the Land and Water Conservation Fund. The Conservation Alliance invested more than $1 million in these campaigns during the last 10 years, and celebrated this victory alongside our members and grantees.

In 2019, we directed $1,820,000 in funding to groups working to secure new protections for wild places in the USA and Canada. We also awarded 10 grants from our Public Lands Defense Fund to groups working to defend our public lands and bedrock conservation laws.

We identified four priority campaigns on which to focus extra advocacy and funding support this year: protecting the Arctic National Wildlife Refuge, defending the national Roadless Rule, and passing the Blackfoot Clearwater Stewardship Act and CORE Act.

Our team also went through several staff transitions this year. We bid farewell to John Sterling and Serena Gordon, and welcomed Conor McElyea to the team. We supplemented our grants with advocacy to demonstrate business support for protected wild places. We brought outdoor industry voices and resources to bear on important efforts to protect and defend our wild places. Our members joined us in Washington, DC, to meet with decision makers, build relationships and thank our conservation champions.

Here are the highlights from 2019:

- In total, we awarded a record $2 million in funding to grassroots organizations through the general grant fund and the Public Lands Defense Fund.
- We contributed $1,820,000 to 50 organizations working to secure new protections for North America’s wild places.
- We granted another $180,000 from our Public Lands Defense Fund to 10 organizations working to defend existing protected public lands and core environmental laws.
- Our grantees delivered 24 important conservation victories.
- We added 24 new members.
- We benefited from more than 20 members in our Leading Edge program, which gives individuals the opportunity to make significant contributions to The Conservation Alliance.
- Through our advocacy program, we engaged our members in efforts to protect and defend our public lands and other special wild places.
- We organized nine Backyard Collective events, on-the-ground stewardship projects designed to give employees of our member companies the opportunity to volunteer for our grantees.

I look forward to deepening my connection to the businesses and grantees that share our vision of a world where people and wildlife thrive together.

Brady Robinson, Executive Director
2019 was a year of transition for The Conservation Alliance staff. Conor McElyea joined the Alliance in June as the new Membership Program Manager. Prior to joining the Alliance, Conor spent more than three years as the Product Manager at Cairn. Conor is responsible for recruiting new companies to join The Conservation Alliance and leading our cause marketing program. Conor grew up in Santa Cruz, California, and played in the Sierra Nevada mountains until he moved to Bend, Oregon. Now you’ll find him fly-fishing in the summer and backcountry snowboarding in the winter months.

The Conservation Alliance also welcomed Brady Robinson as the new Executive Director in November 2019. Brady’s career as a conservationist, climber and educator includes 10 years at Outward Bound and 11 years leading the Access Fund, the national organization that keeps climbing areas open and conserved. Prior to joining The Conservation Alliance, Brady was the Director of Strategy and Development for Tompkins Conservation. Brady grew up in rural Minnesota, where childhood trips to the Boundary Waters Canoe Wilderness Area sparked a lifelong love of wilderness and the outdoors.

After 23 years, we bid farewell to John Sterling. John’s relationship with The Conservation Alliance began in 1996 when he joined the board of directors. After serving on the board for seven years, he became the first official paid Conservation Alliance employee in 2004. During his tenure as the Executive Director of The Conservation Alliance, John led the organization through sustained growth in membership and grantmaking, and built an impactful advocacy program. Most important, he was instrumental in creating a culture within the Alliance’s community of members that deeply values the protection of our wild places. The Conservation Alliance community is grateful for John’s leadership and commitment to building a healthy and impactful organization. Thank you, John!
In 2019, The Conservation Alliance awarded $2 million in grants to 60 organizations working to protect and defend wild lands and waters across North America.

100% of the annual membership dues we collect from each Conservation Alliance member company is passed through to our general grant fund. This grant fund supports grassroots organizations working to secure permanent and lasting protections for wild lands and waters in North America. In 2019, we collected $1,820,000 in membership dues and — with the help of our member companies — funded 50 important projects.

**Alachua Conservation Trust**
*Gainesville, FL*
*$35,000*
**Rise Up for the Santa Fe River Campaign**
To protect 818 acres of land and three freshwater springs along 1.6 miles of Florida’s Santa Fe River, and increase public access to outdoor recreation in the Santa Fe watershed.

**Alaska Wilderness League**
*Washington, DC*
*$50,000*
**Protecting the Arctic National Wildlife Refuge**
To stymie the Trump administration’s efforts to advance seismic testing, leasing, and drilling in the Arctic National Wildlife Refuge Coastal Plain while setting the stage for permanently protecting 1.5 million acres of rolling tundra, braided rivers, lagoons and barrier islands.

**American Rivers**
*Bozeman, MT*
*$50,000*
**Protecting Western Montana’s Last Best Wild Rivers**
To protect 76 rivers, 655 river miles, and 209,600 acres of riverside lands in the Custer Gallatin and Helena-Lewis and Clark National Forests in Montana by securing administrative protections and passing legislation.

**American Whitewater**
*Bozeman, MT*
*$50,000*
**Western Rivers Conservation Campaign**
To designate 19 Wild and Scenic Rivers and their major tributaries representing more than 450 river miles, and 126,000 acres of new Wilderness on Washington’s Olympic Peninsula; and stop the Temperance Flat Dam and flooding of the 7,000-acre San Joaquin River Gorge Recreation Area in California.

**Appalachian Mountain Club**
*Boston, MA*
*$30,000*
**Campaign to Protect and Promote Katahdin Woods and Waters National Monument**
To secure lasting protections through the completion of the Recreation and Land Management Planning for Maine’s Katahdin Woods and Waters National Monument with substantial engagement from local constituents and the Maine recreation community.
Audubon Alaska
Anchorage, AK
$50,000
Protect the Arctic Refuge Campaign
To permanently protect the 1.5-million-acre Coastal Plain within the Arctic National Wildlife Refuge for the people, wildlife, and ecological systems that represent the only undeveloped and intact portion of the entire Arctic Coastal Plain in the United States.

California Wilderness Coalition
Oakland, CA
$50,000
Northwest California Mountains and Rivers and Central Coast Wild Heritage Campaigns
To pass two bills that protect 561,909 acres of new Wilderness and 639 miles of Wild and Scenic Rivers; restore more than 729,000 acres of public lands damaged by clear-cutting and other development; designate 34,882 acres in two new scenic areas; and establish a new recreation trail.

Canadian Parks and Wilderness Society
Ottawa, Ontario
$50,000
Seal River Watershed Indigenous Protected Area Initiative
To permanently protect the Seal River Watershed’s 12.5 million acres, and develop community-driven ecological and cultural tourism ventures within an Indigenous Protected Area established in partnership with four regional First Nations.

Canadian Parks and Wilderness Society
Whitehorse, Yukon
$30,000
Protect the Peel Campaign
To protect rivers, mountains, valleys, and all of the wildlife that call it home in the 6,743,100-hectare (16,662,562-acre) Peel River Watershed, located in northeast Yukon Territory, through joint collaboration with Yukon First Nations, conservation groups and Yukon Government.

Conservation Colorado
Denver, CO
$50,000
CORE Act Campaign
To help pass the Colorado Outdoor Recreation and Economy (CORE) Act, which will preserve 400,000 iconic acres of Colorado’s public lands, including: new Wilderness and recreation areas for the Continental Divide and Camp Hale in the White River National Forest; lands in the San Juan Mountains that have been long-proposed for Wilderness protection; withdrawal of the Thompson Divide from future oil and gas drilling; and the Curecanti National Recreation Area, which will be formally established as part of the National Park System.

Conservation Lands Foundation
Durango, CO
$45,000
Campaign for the Gila River, Wild and Scenic
To secure Wild and Scenic River designation for 435 miles of New Mexico’s Gila River and its tributaries.
Ducks Unlimited
Memphis, TN
$35,000
Grayland Acquisition and Protection Project
To acquire, restore, and protect a total of 1,750 acres of tidal and forested wetlands in Washington state to provide vital fish and wildlife habitat and recreational and economic benefits to residents and visitors.

Forterra
Seattle, WA
$35,000
Maloney Creek and Forest
To acquire 300 acres of mature and old-growth forest and more than one mile of riparian habitat in Washington to avoid habitat loss and fragmentation, promote watershed quality, and take steps to mitigate the effects of climate change on critical habitat.

Friends of Big Ivy
Big Ivy, NC
$10,000
Craggy Mountain Wilderness and Scenic Area Campaign
To protect 16,000 acres of old-growth forests, pristine headwaters, dozens of rare and endangered species, and over 40 miles of hiking and biking trails, trout streams, climbing crags, and panoramic vistas in the Craggy Mountain Wilderness and National Scenic Area.

Friends of Nevada Wilderness
Sparks, NV
$40,000
Desert National Wildlife Refuge Defense Campaign
To protect wildlife habitat and recreation opportunities on the 740,000-acre Sheep Range complex, the single largest intact pristine landscape remaining in Nevada.

Grand Canyon Trust
Flagstaff, AZ
$50,000
Campaign to Permanently Protect Public Lands In and Around the Grand Canyon from Uranium Mining
To permanently protect 1,006,545 acres of federal land adjacent to Grand Canyon National Park and the Colorado River from the threat of any new uranium mining.

Greater Yellowstone Coalition
Bozeman, MT
$50,000
Yellowstone Gateway Land Protection Campaign
To purchase 900 acres of private patented mining claims on Yellowstone's northern border and transfer them to public ownership, permanently protecting these wild lands from the threat of two proposed gold mines.
Idaho Conservation League

Boise, ID
$10,000

Protecting the High Divide Campaign
To secure Wild and Scenic River designation for 110 miles of rivers in Idaho’s Salmon-Challis National Forest (including the upper headwaters of the Middle Fork Salmon River) and protect 300,000 acres of land as Wilderness (including Borah Peak, Idaho’s highest mountain), and administratively protect an additional 150,000 acres for quiet, non-motorized recreational uses.

Klamath-Siskiyou Wildlands Center

Ashland, OR
$50,000

Oregon Wildlands 2.0 Campaign
To secure the passage of the ORE Act, which will: establish the 98,000-acre Rogue Canyon Recreation Area in southwest Oregon; expand the Wild Rogue Wilderness by 60,000 acres; establish the 30,000-acre Molalla Recreation Area in rural Clackamas County; and prohibit destructive mining on 100,000 acres in the Baldface, Rough & Ready and Hunter Creek watersheds of southwest Oregon.

Methow Valley Citizens Council

Twisp, WA
$10,000

Methow Headwaters Campaign
To permanently protect 340,079 acres of U.S. Forest Service public land from industrial-scale mining.

Montana Wilderness Association

Helena, MT
$45,000

Blackfoot Clearwater Stewardship Project
To permanently protect 83,000 acres of habitat for threatened and endangered species and improve quiet recreation in Montana by expanding the Mission Mountains, Bob Marshall and Scapegoat Wilderness Areas.
Nature Conservancy in Colorado
Boulder, CO
$40,000
Fisher’s Peak Ranch Project
To acquire the 19,200-acre Fisher’s Peak Ranch and transfer it to public ownership within five years.

New Mexico Wilderness Alliance
Albuquerque, NM
$45,000
Greater Chaco Protection Campaign
To protect the Greater Chaco Landscape by halting new oil and gas leases and development within 10 miles of Chaco Canyon, and passing legislation through Congress that prohibits any future leasing in this culturally significant area.

Northeastern Minnesotans for Wilderness
Ely, MN
$50,000
Campaign to Save the Boundary Waters
To protect the Boundary Waters Canoe Area Wilderness (1.1 million acres), Voyageurs National Park (218,200 acres), and Canada’s Quetico Provincial Park (1,180,000 acres) from sulfide-ore copper mining pollution by halting mining activity on 234,328 acres surrounding the Boundary Waters.

Oregon Desert Land Trust
Bend, OR
$25,000
Diablo Mountain Inholding Acquisition Campaign
To acquire 880 acres of private land to consolidate public land ownership in the surrounding 253,071-acre Diablo Mountain and Summer Lake areas for the benefit of wild lands and wildlife conservation, recreation and public access in Oregon.

Oregon Natural Desert Association
Bend, OR
$50,000
Protecting Oregon’s Owyhee Canyonlands
To protect the natural values, environmental health, and recreation assets of Oregon’s Owyhee Canyonlands by securing conservation designations and management plans that result in: a National Conservation Area totaling 2,579,032 acres, with 2,012,350 acres of Wilderness; 50 miles of Wild and Scenic River protections; closing 50,000 acres in the region to motorized travel; and strengthening grazing, mining, and development restrictions on 1 million acres of the region’s public lands.

Oregon Wild
Portland, OR
$35,000
Oregon State Scenic Waterways Campaign
To protect Oregon’s Nehalem River as a State Scenic Waterway in 2019 and generate momentum for the State Scenic Waterway process to be used as an effective tool in protecting the next round of Oregon’s rivers.

Outdoor Alliance
Washington, DC
$40,000
Protecting North Carolina’s Mountain Treasures Campaign
To secure 20 years of improved management for the 1.1 million acres of North Carolina’s Nantahala and Pisgah National Forests — including protections for 48,000 acres along 31 new eligible Wild and Scenic Rivers and 70,000 acres of recommended Wilderness — and lay the groundwork for Congressional designations for these special places.

Pacific Rivers Council
Portland, OR
$10,000
Frank and Jeanne Moore Wild Steelhead Sanctuary Campaign
To pass through Congress and have the President sign a bill permanently protecting Steamboat Creek as a cold-water refuge for wild salmon and steelhead.
Park County Environmental Council
Livingston, MT
$10,000
Yellowstone Gateway Campaign
To permanently prevent industrial mining on more than 30,000 acres of public lands in the Absaroka-Beartooth mountains on the border of Yellowstone National Park, and purchase existing private claims to secure lasting public access to prime recreational areas on National Forest lands.

Rocky Mountain Elk Foundation
Missoula, MT
$40,000
Falls Creek-Rocky Mountain Front Access Acquisition
To acquire 442 acres and transfer ownership to the U.S. Forest Service to protect wildlife habitat, and secure permanent public access to the Falls Creek Trail and more than 26,000 acres of public land.

San Juan Citizens Alliance
Durango, CO
$35,000
San Juan Mountains Wilderness
To secure Wilderness and other protective designations for 60,000 acres in Colorado’s San Juan Mountains that include: expanding the size of the existing Mount Sneffels and Lizard Head Wilderness Areas; designating McKenna Peak as the first desert Wilderness area in southwest Colorado; and safeguarding alpine basins in the Animas River headwaters from future mining.

Save Our Canyons
Cottonwood Heights, UT
$20,000
Wild Forests and Connected Watersheds Education Program
To pass legislation that designates the Central Wasatch National Conservation and Recreation Area, permanently protecting 80,000 acres of public land and the water quality for the million-plus residents living along the Wasatch Front.

Save the Redwoods League
San Francisco, CA
$50,000
Protecting the Giants of Giant Sequoia National Monument
To acquire 530 acres of private property within the Giant Sequoia National Monument, protecting the largest and last unprotected giant sequoia property in the world, eliminating urgent development threats to an ancient forest containing the fifth largest tree in the world, and ensuring public access to more than 400 ancient giant sequoia and a swimming hole.

Texas Climbers Coalition
Marble Falls, TX
$10,000
Medicine Wall Campaign
To acquire the 4.6-acre property known as Medicine Wall, establish new parkland and open approximately 40 climbing routes.

The Trust for Public Land – Oregon
Klamath Falls, OR
$40,000
Spence Mountain
To permanently protect 7,500 acres of forest land and more than 28 miles of recreational trails overlooking Upper Klamath Lake in southern Oregon.

The Trust for Public Land – Vermont
Montpelier, VT
$40,000
Hunger Mountain Headwaters Campaign
To protect 1,969 acres of forest land in the Worcester Range in Vermont as an addition to C.C. Putnam State Forest, expanding public recreation access, increasing regional landscape connectivity and advancing wildlife conservation efforts in this area.
The Wilderness Society
Washington, DC
$45,000
Gunnison Public Lands Initiative
To pass legislation that permanently protects 631,028 acres of U.S. Forest Service and Bureau of Land Management (BLM) public lands in Gunnison County, Colorado, by 2020.

Theodore Roosevelt Conservation Partnership
Washington, DC
$25,000
Safeguarding Montana’s Wild Backcountry Campaign
To protect 146,000 acres of wild, publicly owned lands in Montana from future development by designating them as Backcountry Conservation Areas in the BLM’s Lewistown and Missoula Resource Management Plans.

Trout Unlimited
Nevada
$45,000
Sportsmen for the Ruby Mountains
To permanently protect the Ruby Mountains from oil and gas development with the passage of the Ruby Mountains Protection Act through Congress.

Trout Unlimited – Alaska
Anchorage, AK
$50,000
Protect Bristol Bay Campaign
To protect Alaska’s Bristol Bay area watersheds from large-scale mining, including the Pebble Mine.

Wallowa Land Trust
Enterprise, OR
$40,000
Campaign for the East Moraine
To acquire and permanently protect 1,791 acres of the iconic East Moraine of Wallowa Lake and 2.75 miles of lakeshore, to be managed for critical habitat, public access, and sustainable forest and rangeland stewardship.

Washington Wild
Seattle, WA
$40,000
North Cascades and Puget Sound Headwaters Campaign
To secure passage of Congressional legislation that permanently protects more than 100,000 acres of Wilderness and hundreds of miles of Wild and Scenic Rivers on the western slope of the North Cascades in Washington state.

Washington Wild
Seattle, WA
$10,000
Rapid Response Skagit Headwaters Campaign
To protect the Skagit River headwaters from proposed mining by convincing British Columbia’s government to deny a mining permit for the Skagit headwaters and securing permanent protection from future logging or mining proposals.

West Virginia Land Trust
Morgantown, WV
$35,000
Buy the Moon Project
To permanently protect 858 acres adjacent to 20,000 acres of public land in West Virginia’s Appalachian Mountains for public recreation and habitat conservation, including the scenic Moon Rocks mountain-biking area.

Wild Salmon Center
Portland, OR
$30,000
Elliott Forest Campaign
To permanently protect 40,000 acres of the Elliott State Forest’s old-growth habitat, riparian zones, and sensitive slopes for conservation and recreation.
**Wilderness Land Trust**
*Bainbridge Island, WA*

$30,000

**Little Castle Lake-Castle Crags Wilderness Project**
To acquire and protect 637 acres of private land within the Castle Crags Wilderness, ensuring public access for climbing, hiking, running, fishing, hunting, camping and horseback riding, and preserving vital habitat for flora and fauna.

**Wilderness Workshop**
*Carbondale, CO*

$35,000

**Thompson Divide and CORE Act Campaign**
To permanently protect 200,000 acres of the Thompson Divide in the form of a mineral withdrawal, and 100,000 acres in the Continental Divide as Wilderness, recreation and wildlife designations, through passage of the Colorado Outdoor Recreation and Economy (CORE) Act.

**Winter Wildlands Alliance**
*Boise, ID*

$45,000

**Campaign for Northern Sierra Winter Ecosystems**
To permanently protect 1.5-million acres across five national forests through balanced winter management plans that provide quality recreation opportunities for both non-motorized and motorized winter recreation.

**Yaak Valley Forest Council**
*Troy, MT*

$25,000

**Wilderness on the Kootenai National Forest Campaign**
To pass legislation that designates 290,500 acres of Wilderness and Special Management Areas in Montana’s Kootenai National Forest.
THE CONSERVATION ALLIANCE FUNDING SUCCESS

2019 CONSERVATION VICTORIES

WESTERN RIVERS CONSERVANCY
Conservation Alliance grantees delivered **24 conservation victories** that secured protections for 22,509,324 acres of land, 468 river miles and three climbing areas.

**Bolton Dome Climbing Area Acquisition**
**RESULT** One climbing area and 48 acres protected
Climbing Resource Access Group Vermont used Conservation Alliance funding to acquire the 48-acre Bolton Dome climbing area and open it to the public. Bolton Dome is a 300-foot schist cliff that offers a range of climbing options from 5.2 slab climbing to 5.12 overhangs.

**California Desert**
**RESULT 543,815 acres and 77 river miles protected**
The Conservation Alliance began supporting California Wilderness Coalition in 2007 with funding and advocacy for their California Desert Campaign to protect 543,815 acres and 77 river miles. Passage of the California Desert Protection and Recreation Act in 2019 expanded Death Valley and Joshua Tree National Parks, designated 375,500 acres of Wilderness and 77 miles of Wild and Scenic Rivers, and created the Alabama Hills National Scenic Area.

**Catamount Community Forest**
**RESULT 393 acres protected**
Our funding helped the Trust for Public Land acquire and protect the 393-acre Catamount Community Forest in Williston, Vermont. The property features 20 miles of trails, including 2.5 miles open to wheelchairs in the summer and sit-skiing in the winter.

**Citadel Tract, Black River Preserve Acquisition**
**RESULT 1,790 acres protected**
With support from The Conservation Alliance, The Nature Conservancy in North Carolina completed the 1,790-acre Citadel Tract, Black River Preserve acquisition. This area includes wetland forest, longleaf pine forests, and some of the oldest bald cypress trees in the world.

**Diablo Mountain Inholding Acquisition**
**RESULT 880 acres protected**
The Conservation Alliance funded the Oregon Desert Land Trust’s successful campaign to acquire an 880-acre private inholding surrounded by 253,071 acres of public lands within the Diablo Mountain Wilderness Study Area and Summer Lake Wildlife Area. This area in southeast Oregon is home to mule deer, California bighorn sheep, snowy plover, and one of the largest flocks of snow geese in the United States.
Emery County
RESULT 971,977 acres and 63 river miles protected
We supported Pew Charitable Trusts and Southern Utah Wilderness Alliance’s effort to protect public lands and rivers in Emery County, Utah. In 2019, the Emery County Public Land Management Act established protections for 971,997 acres of public land in Emery County, including more than 700,000 acres of Wilderness. The legislation also protects most of the iconic San Rafael Swell as a National Recreation Area, and 63 miles of the Green River as Wild and Scenic. Congress passed this bill in February 2019 as part of the Natural Resources Management Act.

Falls Creek Acquisition
RESULT 442 acres protected
Rocky Mountain Elk Foundation used Conservation Alliance funding to complete the Falls Creek acquisition, permanently protecting 442 acres along Falls Creek in Montana’s Rocky Mountain Front. The previously inaccessible Falls Creek Trail improves access to more than 26,000 acres of public land used for hunting, fishing, hiking, camping, horseback riding and other non-motorized recreation.

Fisher’s Peak
RESULT 19,200 acres protected
Our funding helped The Nature Conservancy in Colorado complete the 19,200-acre Crazy French Ranch near Trinidad, Colorado. Governor Jared Polis released a plan to turn the property into Fisher’s Peak State Park — Colorado’s 42nd State Park — and open it to the public by 2021. The property includes the 9,633-foot Fisher’s Peak, grasslands, forests, and volcanic cliffs that provide opportunities for hiking, biking, climbing, hunting, fishing and camping.

Holy Boulders
RESULT One climbing area and 46 acres protected
The Access Fund used our funding to help the Illinois Climbers Association acquire and protect Holy Boulders in southern Illinois. This 46-acre area features more than 350 developed problems on sandstone boulders. Illinois Climbers Association now owns Holy Boulders and is responsible for long-term management and stewardship of the area.

Jesse Owens State Park and Wildlife Area
RESULT 5,735 acres protected
Ohio Environmental Council used our funding to help the state of Ohio acquire 5,735 acres of privately owned land and establish Jesse Owens State Park and Wildlife Area.

John Day Acquisitions
RESULT 22,032 acres protected
With support from The Conservation Alliance, Western Rivers Conservancy (WRC) protected 22,032 acres of land along a spectacular 10-mile stretch of Oregon’s Wild and Scenic John Day River. WRC purchased two adjacent ranches and transferred them to the BLM, creating one of the most important public boating access sites in the John Day River canyon and opening new overland access to 78,000 acres of existing public land for hikers, anglers, hunters, mountain bikers and others.

Maloney Creek
RESULT 300 acres protected
Forterra used our funding to acquire Maloney Creek, a 300-acre property adjacent to the Alpine Lakes, Wild Sky and Henry M. Jackson Wilderness Areas in Washington state. Forterra is now working with local partners to develop trails throughout the area, including a trail to the top of a lookout with 280-degree views of the valley, an ADA-accessible overlook and connector trails. The property includes mature and old-growth forests, and provides critical habitat for the northern spotted owl, marbled murrelet, bull trout, grizzly bear, Canada lynx and gray wolf.

Medicine Wall
RESULT One climbing area and 4 acres protected
With help from The Conservation Alliance, Texas Climbers Coalition worked with the Access Fund to acquire Medicine Wall, a 4.6-acre property near San Antonio that contains 40 climbing routes.
Methow Valley Headwaters
RESULT 340,079 acres protected from mining

Moon Rocks Acquisition
RESULT 866 acres protected
We supported West Virginia Land Trust’s Buy the Moon Project to acquire 866 acres adjoining the Canaan Valley National Wildlife Refuge and Little Canaan Wildlife Management Area in West Virginia’s Appalachian Mountains. This property includes the unique Moon Rocks area with trails for mountain biking and hiking.

Nehalem River
RESULT 17 river miles protected
Oregon Wild used our funding for its Oregon State Scenic Waterways Campaign to protect Oregon’s Nehalem River as a State Scenic Waterway. Oregon Governor Kate Brown signed the designation in 2019, permanently protecting 17.5 miles of the Nehalem. The designation includes a management plan that protects lands within a quarter mile of the riverbanks.

Oregon Wildlands
RESULT 30,621 acres and 311 river miles protected
We funded Klamath-Siskiyou Wildlands Center’s Oregon Wildlands Campaign to secure protections for wild rivers and wild lands in Oregon’s Rogue and Molalla River watersheds. The Oregon Wildlands Act passed in February 2019, protecting 30,621 acres of the Devil’s Staircase area as Wilderness and 252 river miles as Wild and Scenic. The legislation also protects an additional 55 miles of rivers and streams from mining activity and new dams.

Peel River Watershed
RESULT 13,800,000 acres protected
The Peel River Watershed is the ancestral home of the Cho Nyak Dän, Tr’ondëk Hwëch’in and Vuntut Gwitchin First Nations. The Canadian Parks and Wilderness Society (CPAWS) worked closely with these First Nations to demonstrate broad support for protecting the eye-popping landscape of rivers, mountains and wildlife in the Peel River Watershed. Since 2009, we have awarded five grants to CPAWS to support their effort to protect the Peel. Thanks to the sustained efforts of the First Nations and CPAWS, an astounding 13.8 million acres of land in the Peel River Watershed are protected for future generations. This historic conservation victory is, by acreage, the single largest success our funding has supported.
Organ Mountains – Desert Peaks Wilderness
RESULT 241,554 acres protected
We supported New Mexico Wilderness Alliance’s successful effort to protect the Organ Mountains-Desert Peaks. Five years after President Obama designated the Organ Mountains-Desert Peaks National Monument, the Organ Mountains-Desert Peaks Conservation Act created eight new Wilderness areas, totaling 241,554 acres, within the national monument boundaries.

Skookum Creek Acquisition
RESULT 1,400 acres protected
Whatcom Land Trust used our funding to acquire the 1,400-acre Skookum Creek property located in a tributary watershed of the South Fork Nooksack River basin. Protecting this riparian and upland forest improves salmon habitat, watershed health, landscape connectivity and recreation opportunities.

Steamboat Creek
RESULT 99,653 acres protected
Pacific Rivers Council and Backcountry Hunters & Anglers used Conservation Alliance funding to protect 99,653 acres along Steamboat Creek in Oregon’s North Umpqua River watershed. This sanctuary is home to some of the best wild steelhead spawning areas in the Pacific Northwest, and provides more than 50 miles of high-quality river and stream habitat for winter steelhead, Chinook and coho salmon, rainbow trout and other native species.

Thaidene Nëné Protected Area
RESULT 6,517,651 acres protected
With help from The Conservation Alliance, Canadian Parks and Wilderness Society worked with the Lutsël K’e Dene First Nation and the national and provincial governments to protect Thaidene Nëné, the “Land of the Ancestors,” as an Indigenous Protected Area (IPA). Located in Northwest Territories, this IPA represents a co-governance model and supports unique local economic development for the Lutsël K’e Dene First Nation. It surrounds the east arm of Great Slave Lake, the deepest freshwater source in North America, and is home to grizzly bears, moose, muskox and barrens-ground caribou.

Trinity Divide Acquisition
RESULT 10,600 acres protected
We funded Pacific Crest Trail Association’s Trinity Divide Conservation Project to acquire 10,600 acres of wild lands that include 17 miles of the Pacific Crest Trail. The Trinity Divide acquisition protects the headwaters of four rivers, and opens public access to alpine lakes, trout streams, campsites and mountain meadows.

Yellowstone Gateway
RESULT 30,370 acres protected
Park County Environmental Council used Conservation Alliance funding to prohibit industrial-scale gold mining on 30,370 acres adjacent to the Absarokee-Beartooth Wilderness and Yellowstone National Park. Congress passed the Yellowstone Gateway Protection Act, making permanent the 20-year mining prohibition that outgoing Secretary of the Interior Ryan Zinke signed in October 2018. This area includes Paradise Valley, Emigrant Gulch and Crevice Mountain, and is important migration habitat for mule deer and elk.
Shortly after the November 2016 elections, The Conservation Alliance board and staff met to develop a strategy for our conservation efforts in a new and challenging political landscape. Together, we determined that our public lands are now threatened by political leaders who want to undermine protections for those lands, or sell them off entirely. The board decided to establish a new Public Lands Defense Fund (PLDF) whose purpose is to support organizations working to preserve and defend the integrity of our public lands system. Specifically, the PLDF supports efforts to:

- Defend existing protected public lands;
- Defend our bedrock conservation laws (e.g., Wilderness Act, Antiquities Act, National Environmental Policy Act); and
- Oppose the proposed transfer of public lands to the states or to private ownership.

Our goal is to support organizations that are strategically confronting efforts that would diminish our public lands system. We take our position at the intersection of the business and conservation communities seriously. Now more than ever, it is important that we stand together to preserve and defend our public lands. We look forward to working with our partners in the outdoor industry and the conservation community to save our last wild places, and preserve the system that keeps them wild.
We launched the Public Lands Defense Fund in January 2017 with multi-year commitments from member companies Patagonia, Inc., The North Face and Arc’teryx Equipment. GU Energy Labs made a $40,000 contribution in 2019 and we carried over $22,126 from 2018, bringing our total PLDF budget to $212,126. We awarded $180,000 in funding and carried $32,126 forward to 2020. We awarded 10 Public Lands Defense Fund grants totaling $180,000 to the following organizations:

**Earthjustice**  
San Francisco, CA  
$25,000  
**Protecting Our Bedrock Environmental Laws**  
We funded Earthjustice’s effort to challenge attempts by the Trump administration to undermine the Endangered Species Act and National Environmental Policy Act to ensure these bedrock laws remain intact.

**Earthworks**  
Washington, DC  
$15,000  
**Protect NEPA and Public Lands from Hardrock Mining**  
We made this grant to Earthworks to prevent the hardrock mining industry from undermining the National Environmental Policy Act (NEPA) and to defend against attempts to roll back public lands protections on lands previously protected through mineral withdrawals.

**Grand Canyon Trust**  
Flagstaff, AZ  
$25,000  
**Defending our National Monuments – Bears Ears and Grand Staircase-Escalante**  
Our grant to Grand Canyon Trust is supporting the legal defense of Bears Ears and Grand Staircase-Escalante National Monuments.

**Gwich’in Steering Committee**  
Fairbanks, AK  
$15,000  
**Protect the Arctic Refuge**  
We funded the Gwich’in Steering Committee to stop development on the Arctic National Wildlife Refuge Coastal Plain so that the Porcupine caribou herd, and therefore the Gwich’in Nation in Alaska and Canada, can prosper in the decades to come.

**Southeast Alaska Conservation Council**  
Juneau, AK  
$15,000  
**Keep the Tongass Roadless and Wild**  
We funded Southeast Alaska Conservation Council’s effort to ensure the national Roadless Rule stays in place on the Tongass National Forest — the nation’s largest National Forest containing 15% of America’s roadless areas — through the duration of the Trump administration and beyond.
Southern Environmental Law Center
Charlottesville, VA
$25,000
Defending NEPA
Southern Environmental Law Center (SELC) is challenging U.S. Forest Service attempts to increase damaging logging, road-building, and other extraction on national forests by changing its rules under the National Environmental Policy Act (NEPA). At both the national and regional levels, SELC is leading a comprehensive campaign focused on communications, outreach and litigation to defeat the Trump administration’s attack on NEPA.

Taxpayers for Common Sense
Washington, DC
$15,000
Roadless Rule Project
We funded Taxpayers for Common Sense’s effort to defend the U.S. Forest Service Roadless Rule and the public lands it preserves. This campaign seeks to create bipartisan support for fiscally responsible forest management policies that recognize the significant costs and liabilities — at taxpayer expense — of expanding the road system that is part of any logging activity on U.S. Forest Service lands.

The Wilderness Society
Washington, DC
$15,000
Roadless Rule Defense Campaign
The Wilderness Society is working to ensure the Roadless Rule remains in effect in all 39 states in which it originally applied, and there is no extractive use or road-building in roadless areas beyond what is permitted by the 2001 Roadless Area Conservation Rule.

Trustees for Alaska
Fairbanks, AK
$15,000
Protecting the Arctic National Wildlife Refuge
We made this grant to Trustees for Alaska for their effort to keep oil and gas leasing, exploration and extraction activities out of the Arctic National Wildlife Refuge.

Western Environmental Law Center
Eugene, OR
$15,000
Defending the Cascade-Siskiyou National Monument
We funded Western Environmental Law Center’s effort to win federal court cases and appeals to ensure that the Cascade-Siskiyou National Monument’s recent expansion is upheld and that the monument’s ecological integrity remains intact.
The Conservation Alliance supplements its grantmaking with strategic advocacy, bringing the business voice to bear on conservation. In 2019 our advocacy work settled into two themes: opportunity and focus. We responded to administrative and congressional attacks to our public lands system through action alerts, sign-on letters and trips to Washington, DC, while also taking proactive measures to add protections to our shared wild places. We offered opportunities for our members to learn about the importance of wild places and to activate their collective voices to protect them.

The John D. Dingell, Jr. Conservation, Management, and Recreation Act

The year kicked off with an exciting start with the passage of a decades-in-the-making package of public lands legislation in late February. The John D. Dingell, Jr. Conservation, Management, and Recreation Act became law in an overwhelmingly bipartisan fashion, passing the Senate 92-8, and the House of Representatives 363-62, demonstrating that even with dysfunction in Washington, protecting public lands is truly our common ground. The historic bill protected nearly 2.5 million acres of public land and 676 miles of rivers throughout the United States and also permanently reauthorized the Land and Water Conservation Fund.

In total, eight Conservation Alliance priorities crossed the finish line with the passage of this important public lands package. Each conservation provision included in the legislation began at the local level where grassroots organizations led efforts to build public support to protect a special landscape or waterway. Over the course of 12 years The Conservation Alliance awarded a combined $1,028,000 in grants to 14 different organizations whose steadfast work came to fruition with the passage of the bill.

Included in the bill were the following Conservation Alliance priorities:

- Permanent Reauthorization for the Land and Water Conservation Fund (LWCF)
- Emery County Public Land Management Act
- California Desert Protection and Recreation Act
- Yellowstone Gateway Protection Act
- Oregon Wildlands Act
- Frank and Jeanne Moore Wild Steelhead Special Management Area Protection Act
- Organ Mountains-Desert Peaks Conservation Act
- Methow Headwaters Protection Act

DC Trips

We hosted nearly 40 business leaders in Washington, DC, in March for our annual Spring Fly-In. After a day of conservation policy training, we spent a day on Capitol Hill thanking members of congress from both political stripes for their work on the historic passage of the John D. Dingell, Jr. Conservation, Management, and Recreation Act just weeks prior. We also encouraged our elected officials to — after a truly bipartisan and overwhelmingly positive experience — continue to both pass legislation to protect additional legislative priorities, and uphold important administrative rules.

We returned to DC in November with a smaller group of primarily Colorado-based Conservation Alliance members to put pressure on the Colorado delegation to pass the Colorado Outdoor Recreation and Economy (CORE) Act. This trip was on the heels of a successful, in-state event series at which we hosted hikes and happy hours with Conservation Alliance members, grantees and members of the Colorado delegation in priority landscapes.
Asheville, NC: 23 volunteers from six member companies worked with RiverLink to clean 1.3 miles of road, removing around 500 pounds of waste, and cleared a 500-square-foot area of invasive plants in the future Karen Cragnolin Park and beautified a new Asheville green space.

Ventura, CA: 230 volunteers from nine member companies worked with the Ventura Land Trust to repair trails that were damaged by the winter’s rainstorms, water all of the new plantings with water from the Ventura River, build new trails that had been blocked off by trees that had fallen, and repair areas that were impacted by the Thomas Fire.

Martinez, CA: 130 volunteers from 11 member companies worked with V-O-Val and East Bay Regional Parks to remove a trailside berm, open drainage features and reestablish the trail tread on the Sugar City Trail that was recently regraded by a trail dozer to allow for better emergency and maintenance access along the trail.

Vancouver, BC: 45 volunteers from six member companies worked with the North Shore Mountain Bike Association to remove 500 buckets of gold and refresh 125 meters (400 feet) of the Bridle Path trail.

Seattle, WA: 155 Volunteers from 11 member companies worked with Forterra and Green Seattle Partnership to remove 20,000 square feet of primarily invasive Himalayan blackberry, herb Robert and English ivy. That removal saved over 100 native plants that were struggling to survive under the thicket of invasive plants. This freed up 20,000 square feet to be planted with a diversity of native plants in the fall. The group also spread seven yards of mulch, covering about 15,000 square feet.

Portland, OR: 290 volunteers from 13 member companies worked with Forest Park Conservancy, Hoyt Arboretum, Oregon Metro, and Portland Parks and Recreation to help restore more than a mile of trail along the Maple Trail in Forest Park, remove non-native plants, and help with soil enhancement across the city of Portland.

Grand Rapids, MI: 60 volunteers from five member companies worked with Grand Rapids Whitewater, Grand Rapids Parks and Recreation, and Lower Grand River Organization of Watersheds (LGROW) to clean up waterfront parks and remove invasive species along the river trails. Volunteers worked with LGROW to help remove 340 pounds of trash and sediment collected from 62 storm drains that flow to Lake Michigan.

Boulder, CO: 100 volunteers from 10 member companies worked with the City of Boulder Open Space and Mountain Parks (OSMP) and Boulder Parks and Recreation to clean up the Foothills Community Park in Boulder. The volunteers worked with Boulder OSMP on a ditch repair project, cleared 400 yards of organic debris, and maintained and restored a trail near Foothills Community Park. The volunteers also worked with Boulder Parks and Recreation to build a 40-foot trail, clear and weed a 100-square-foot garden bed, remove two truckloads of weeds, and collect five 40-gallon garbage bags of invasive thistle seed.

Bend, OR: 100 volunteers from nine member companies worked with the Deschutes Trails Coalition to spread 40 yards of gravel on a new part of the Sunriver Tie Trail system, and obliterate over a mile of existing trails to help increase key elk habitat.
In 1989, four iconic outdoor brands — Patagonia, Inc., REI, The North Face and Kelty, Inc. — founded The Conservation Alliance out of a shared belief that the outdoor industry needed to do more to ensure that wild places are protected for their habitat and recreation values. Thirty years later, The Conservation Alliance had contributed more than $21 million to organizations whose collective success resulted in the protection of 51 million acres of land and 3,107 river miles; stopped or removed 34 dams; purchased 14 climbing areas; and designated five marine reserves. In 2019 The Conservation Alliance celebrated three decades of being the outdoor industry’s collective commitment to conservation.

Our members showed up throughout the year to help us celebrate this milestone through 30th anniversary product sales both online and at the summer Outdoor Retailer trade show; by sharing our newly produced brand video; and our series of five grantees success story videos; and by celebrating with us at an unforgettable bash in Denver on June 19.

Title sponsors KEEN, Inc., The North Face, REI, Patagonia, Inc., and Merrell, and product sponsors YETI Coolers, BOCO Gear, Hydro Flask, Nite Ize, Klean Kanteen, New Belgium Brewing, Deschutes Brewery and Founders Brewing joined forces to bring the event to life. With thousands of our best friends and members, we toasted with great beer provided by Conservation Alliance members, rode a Ferris wheel donned with lights, enjoyed wonderful food, danced to a great bluegrass band called the Lil Smokies, and celebrated our shared commitment to wild places.

We look forward to the next 30 years!
The Conservation Alliance announced our new Pinnacle Membership in 2010 to recognize companies that contribute at least $100,000 annually to the organization. In 2019, we had seven brands commit to Pinnacle Membership — Clif Bar & Company, Columbia Sportswear, Merrell, KEEN, Inc., Patagonia, Inc., REI and The North Face. Our goal is to increase the amount of funding we can contribute to conservation efforts throughout North America. With a larger grant fund, we will be in a position to both support an increasing number of projects each year and contribute additional support to the most pressing conservation opportunities of our time. Our work to protect and defend North America’s wild places has never been more important, and these seven members are showing the leadership we need to safeguard wild lands and rivers for the long term. The Conservation Alliance encourages other members to increase their commitment to the organization, and we expect to announce additional above-and-beyond contributions in 2020.

Pinnacle Members contribute a minimum of $100,000 to The Conservation Alliance annually.
The Conservation Alliance Legacy Fund is a nearly $5 million endowment, annual earnings from which provide a permanent source of operational funding for the organization. We direct 100% of each member’s annual dues into our fund to support conservation projects. This 100% pass-through is great for our members and grantees, but it leaves little to sustain the operational needs of the organization. The Legacy Fund secures a permanent source of funding for a quarter of our annual operating expenses, allows staff to further refine and improve our core functions, and ensures that conservation is a permanent commitment of our member companies.

The Conservation Alliance withdraws earnings from the Legacy Fund annually, directing these monies into our operating fund. This revenue covers over 20% of our operating expenses.

We are grateful to the following donors for their commitments to the Legacy Fund:

**Member Companies**

- adidas Outdoor
- Black Diamond Equipment
- CamelBak
- Dansko
- Earth Games
- Eastern Mountain Sports
- Filson
- GoLite
- KEEN, Inc.
- Leisure Trends Group
- Merrell
- Mountain Equipment Co-op
- Outdoor Research
- Patagonia, Inc.
- REI
- Stanley Outdoors
- The Forest Group
- The North Face
- Waypoint Outdoor
The Leading Edge is a community of long-time industry leaders who have shown a lifetime of active commitment to conservation and want to ensure that conservation remains a priority for our community of businesses that depend on protected wild places. The Leading Edge program was launched in 2016 and provides the opportunity for a select group of leaders in the outdoor industry to participate directly in The Conservation Alliance’s efficient and effective conservation efforts. Members of the Leading Edge commit to contributing a minimum of $5,000 annually to The Conservation Alliance for at least three years. We added five members to the Leading Edge in 2019.

Individuals interested in participating in the Leading Edge program should contact Brady Robinson at brady@conservationalliance.com

We are grateful to the following donors for their commitments to the Leading Edge:

Steve & Nona Barker
Tom & Sonya Campion
Yvon Chouinard
Fred Clark
Deven & Melinda Clemens
John Connelly
Adam Forest
Lee Fromson & Twala Coggins
Matt Hyde & Lisa Beaudreau
Bill Kulczycki
Dennis Madsen
Rose Marcario
Mark Martin & Susie Hagemeister
Sally McCoy & Rachel Anderson
Steve & Julie Meineke
Peter Metcalf
Michael Pfotenhauser & Diane Wren
Steve & Julie Rendle
Kirk Richardson
Casey Sheahan
Todd Spaletto
Jerry Stritzke
Beaver & Pam Theodosakis
| 50/50 Goods                     | Brooks Sports                          | Farm to Feet                        |
| 5DayDeal.com                   | Broudy Donohue Photography             | Filson                              |
| adventure journal              | Browne Accounting, LLC                 | Fjallraven                          |
| Adventure Travel Conservation Fund | Buff                                 | FootZone of Bend                    |
| Adventure Travel Trade Association | Cairn                                | Founders Brewing                    |
| AdventureCORPS                 | Camber Outdoors                        | Fourpoints Bar                      |
| AdventureKEEN                  | CamelBak                               | Fresh Off the Grid                  |
| All Good                       | Canada Goose                           | Garmont North America               |
| Alpacka Raft                    | Cascade Financial Strategies           | getOutland                          |
| Altra Footwear                 | Castillo                               | GoLite                              |
| American Alpine Institute, Ltd.| CGPR Public Relations                  | Good To-Go                          |
| Arc’teryx Equipment, a Division of Amer Sports Canada Inc. | Clif Bar & Company                     | Grabber, Inc.                       |
| ARTA River Trips               | College Outside                        | Grand Union Trading Co., Ltd.       |
| Backbone Media                 | Columbia Sportswear                    | Grassroots Outdoor Alliance         |
| Backpacker Magazine            | Concept III Textiles                   | GRAYL                               |
| Backpacker’s Pantry, Inc.      | Conserve With Us                       | Great Plains Mountain Stuff         |
| bambu Outdoor                  | Crux Fermentation Project             | Greenspace                          |
| Bator Lobb                     | Cusa Tea                               | Gregory Mountain Products           |
| Belinda Sanda Sales            | Darn Tough Vermont                     | GSI Outdoors, Inc.                  |
| Ben Moon Photography           | Deschutes Brewery                      | GU Energy Labs                      |
| Bergreen Photography           | DN Global Photography                  | Hed Hi Media                        |
| Better                        | Dong-in Entech                         | Helinox USA                         |
| Better World Products          | Dongah Aluminum (DAC)                  | Helly Hansen                        |
| Big Agnes                     | Duct Tape Then Beer                    | High Plains Outdoor Group           |
| Black Diamond Equipment        | Eagle Creek Travel Gear                | Hipcamp                             |
| Bluesign Technologies          | Eagles Nest Outfitters, Inc.           | Hochatime                           |
| BOCO Gear                     | EARTHWELL                              | Hot Chillys                         |
| Bonfire Studios                | eco-x Sports, Inc.                     | HOWADESIGN                          |
| Bronwen Jewelry                | Esplori                                | HydraPak                            |
| Brook Hopper Consulting        | Everest Textile Co., Ltd.              | Hydro Flask                         |
|                              | Exped                                  | Icebreaker                          |
|                              |                                        |                                     |
| Idaho River Adventures         | Indigetous, LLC                        |                                    |
| Indygana                      | Injinji, Inc.                          |                                    |
| International Alpine Guides    | IPA Connect                            |                                    |
| JAM Media Collective           | JanSport                               |                                    |
| JanSport                      | Jimmy Chin Photography                 |                                    |
| Juniper Ridge, LLC            | Jurgen Project                         |                                    |
| Justin Bailie Photography      | Kahtoola                               |                                    |
| Kathmandu North America        |                                        |                                    |
| KEEN, Inc.                    |                                        |                                    |
| Kelty, Inc.                   |                                        |                                    |
| Kitella, Inc.                 |                                        |                                    |
| Klean Kanteen                 |                                        |                                    |
| Kodiiaic                      |                                        |                                    |
| La Sportiva                   |                                        |                                    |
| Last Exit Goods               |                                        |                                    |
| LifeStraw                     |                                        |                                    |
| Mammut                       |                                        |                                    |
| Marmot Mountain, LLC          |                                        |                                    |
| Mazama Designs                |                                        |                                    |
| Merrell                      |                                        |                                    |
| MiiR                          |                                        |                                    |

Continued on page 29
Continued from page 28

Moosejaw
Mountain Equipment Co-op
Mountain Hardwear, Inc. Mountain Lake Marketing, Ltd. Mountain Safety Research - MSR Mountain Source
Nahanni River Adventures
Nau
NEMO Equipment, Inc.
Nester Hosiery, Inc. New Belgium Brewing
New Normal Consulting, LLC
Nikwax
Nite Ize
North Drinkware
Northwest Rafting Co.
Noto Group
NRS
Nspire Lighting, LLC
Nuu Muu
Nuun
O’Keefe Consulting
Oboz Footwear
OluKai
Osprey Packs
Outdoor Gear Exchange/Gearx.com
Outdoor Project
Outdoor Prolink
Outdoor Research
Outdoor Retailer

Outdoor Specialty Group, LLC
Outdoor Sports Marketing, Inc.
OutdoorIndustryJobs.com
Pachner & Associates, LLC Insurance Brokers & Consultants
Pacific Overlander
Patagonia, Inc.
Peak Design
Perpetual Motion NW
Peter McBride Productions
Petzl Foundation
Picky Bars
Pinnacle Outdoor Group
Polartec
prAna
Press Forward PR
Pure Project
QuickFeat International
Red Truck Beer
REI
Revolution House Media
Rising Tide Associates
RootsRated
Royal Robbins
Ruff wear, Inc.
Runner Girl Races, LLC
RYGR
Salomon
Sanitas Sales Group
Saucony
SAXX Underwear
Schoeller Textil USA, Inc.

Sea to Summit
SealSkinz, Inc.
shär
Shift Advantage
Sierra Designs
SlingFin
Smartwool Corporation
SOLE | Edge Marketing Sales, Inc.
Sorel
Sorensen's Resort
Stasher
Stio
Superfeet Worldwide Switchback Travel
Teva
The Arbor Collective
The Forest Group
The Gear Fix
The Mountain Lab
The North Face
The Whiting Group
The ZaneRay Group
Therm-a-Rest
Thule, Inc.
Toad&Co
Topo Athletic
Trail Butter
Treasure Mountain Inn
Trew
TripOutside.com
Ultimate Direction
Uncage the Soul Productions

Under Armour
Vallerret Photography Gloves
Vasque
Velocio Apparel
Verde Brand Communications
Vibram Corporation
Visit Bend
W.L. Gore & Associates, Inc.
Waypoint Outdoor
Wide Open Travel
Wild Places, LLC
Wildland Policy Institute
Wildland Trekking Company
Wonderland Expeditions Woods
Wheatcroft Photography Yakima
YETI Coolers
YoungOne
Yukon Trading Co.
Zappos
Zephyr Adventures
Zodiac Event Displays
Zumiez, Inc.
ZyneGo Tech
### 2019 BOARD OF DIRECTORS

<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Role</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Arne Arens</strong></td>
<td>The North Face, Chair</td>
</tr>
<tr>
<td><strong>Amy Beck</strong></td>
<td>Oboz Footwear and Kathmandu North America</td>
</tr>
<tr>
<td><strong>Tracy Brunz</strong></td>
<td>REI</td>
</tr>
<tr>
<td><strong>Chris Enlow</strong></td>
<td>KEEN, Inc.</td>
</tr>
<tr>
<td><strong>Michael LaLonde</strong></td>
<td>Deschutes Brewery</td>
</tr>
<tr>
<td><strong>Kate Larramendy</strong></td>
<td>Toad&amp;Co</td>
</tr>
<tr>
<td><strong>Mary Robbs</strong></td>
<td>Patagonia, Inc.</td>
</tr>
<tr>
<td><strong>Russell Rowell</strong></td>
<td>Kelty, Inc.</td>
</tr>
<tr>
<td><strong>Strick Walker</strong></td>
<td>Merrell</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Role</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hans Cole</strong></td>
<td>Patagonia, Inc., Chair</td>
</tr>
<tr>
<td><strong>Joe Craig</strong></td>
<td>Columbia Sportswear, Vice Chair</td>
</tr>
<tr>
<td><strong>Peter Metcalf</strong></td>
<td>Wildlands Policy Institute, Vice Chair</td>
</tr>
<tr>
<td><strong>Deven Clemens</strong></td>
<td>Clif Bar &amp; Company, Treasurer / Secretary</td>
</tr>
</tbody>
</table>

### STAFF

<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Company/Role</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brady Robinson</strong></td>
<td>Executive Director, The Conservation Alliance</td>
</tr>
<tr>
<td><strong>Josie Norris</strong></td>
<td>Grant Program Director, The Conservation Alliance</td>
</tr>
<tr>
<td><strong>Kirsten Blackburn</strong></td>
<td>Advocacy Program Manager, The Conservation Alliance</td>
</tr>
<tr>
<td><strong>Conor McElyea</strong></td>
<td>Membership Program Manager, The Conservation Alliance</td>
</tr>
<tr>
<td><strong>Abby Becker</strong></td>
<td>Outreach Coordinator, The Conservation Alliance</td>
</tr>
</tbody>
</table>