



## 2009 Board of Directors Candidate Questionnaires

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In July 2009, The Conservation Alliance will fill three seats on our Board of Directors. The following four people have been nominated to fill those seats. This document contains a statement from each candidate explaining why they would like to serve on the Alliance board. You may click on each candidate's name to view their statement.

STEVE BARKER / Eagle Creek Travel Gear *page 2*

ADAM FOREST / The Forest Group \* *page 3-4*

SALLY MCCOY / CamelBak \* *page 5-6*

ROSS SALDARINI / Mountain Khakis *page 7*

\* INCUMBENT RUNNING FOR REELECTION

Please read each questionnaire and then cast your ballot. Please return your ballot by email to Krissy at [krissy@conservationalliance.com](mailto:krissy@conservationalliance.com), or mail a copy to

The Conservation Alliance  
Attn: 2009 Board Election Ballot  
PO Box 1275  
Bend, OR 97709

**NAME: Steve Barker**

**COMPANY: Eagle Creek travel gear**

**1. Why do you want to serve on The Conservation Alliance board?**

I served on The Conservation Alliance board back in the early 90's. I learned a ton and I thoroughly enjoyed the experience so my reasons to serve are mostly selfish. That said I do believe that The Conservation Alliance is the best thing our industry does and I'd love to further the mission any way I can.

**2. What conservation issues most interest you?**

Saving big chunks of Wilderness is a passion I share with the rest of the CA members. But what really rocks my boat is helping local folks save the pocket wild places around their cities that end up being the first wilderness experiences for many kids and families. I believe it's those experiences that create future land stewards.

**3. What specific skills and experience would you bring to The Conservation Alliance board?**

I served many years ago on the CA board and then served on the OIA board for several years including as OIA chair person for a couple of years. I believe these experiences give me perspective on the unique differences between the missions of the two organizations and an understanding of board governance in a member driven industry organization.

I currently serve as board chair of the Escondido Creek Conservancy which I co-founded in 1990. Through these experiences I've learned what grass roots groups can achieve with a little seed money. To date our little conservancy has saved over 1000 acres of pristine habitat from development in North San Diego County. I serve on the board of a community foundation focused mainly on mini grants of \$2000 aimed at local community projects like trails, signs, and road improvements. I'm a fire chief of a rural fire dept so I bring an understanding of how fire issues are affecting open space planning and preservation. I've got 57 years on the planet and 36 of those growing a business in the outdoor industry.

**4. Please describe your involvement in Conservation Alliance efforts to date.**

Eagle Creek's been a member for many years. We've sponsored some grantees. I've coached groups through the application process. I contributed to the BUY JOHN A SUIT campaign. I've supported EC folks on trips to DC for Wilderness lobby efforts and encouraged them to be active in ConservationNEXT. I've encouraged Adam Forest to show more emotion in his speeches at membership meetings in fact I taught him the "tearful pause at poignant moments" thing that he now utilizes so well.

**Name:** Adam Forest

**Company:** The Forest Group, currently serve as Board President-The Conservation Alliance

Dear Conservation Alliance Members and Fellow Board Members:

It has been my honor to serve on the Board of the Conservation Alliance. Truly one of the highlights of my professional career and now I again ask for your vote to continue the incredible momentum created by our collective efforts to fully realize the potential of the Conservation Alliance. This will be my last request of the membership for your vote...and I am a commitment to finish what I started and create a solid and lasting legacy of success for the future Board leaders and the organization.

### **1. Why do you want to serve on The Conservation Alliance board?**

Fundamentally I view my key responsibility as increasing funding to our grantees. This stands at the core of our mission and I will continue to push our organization to increase its expertise and capacity in grant making.

As we celebrate our 20<sup>th</sup> Anniversary this year I am reminded of the numerous accomplishments that have occurred during my tenure on the Board and of course none of this would have been possible without the collective effort that best represents the Alliance. We have:

- Saved an incredible amount of acreage that received Wilderness designation including the successful passing of the recent Omnibus Lands Package. This protected more than 2 million acres and 1000 miles of rivers. This was the result of 7 years and \$700,000 of investment by the Alliance supporting 14 different grassroots environmental organizations.
- More than doubled our membership and tripled our grant making dollars to almost 1 million per year.
- Created and funded two staff positions and have maintained our core belief of passing through your membership dues directly to the grantees. Kudos again to Keen Footwear for their benevolence and continued support.
- Supported the creation of ConservationNext and the Backyard Collectives which connect the employees of our members directly to the grantees.
- Created the "Walking the Talk" program and continue to engage our members in advocacy efforts that further help our grantees.
- Successfully executed against our first ever strategic plan and fulfilled on every goal we asked of ourselves. We have just recently authored our second plan that will challenge us until 2012.
- Created a committee structure within the Board which allows for greater effectiveness in areas of finance, outreach, and recruitment/retention
- Created the Legacy Fund with a 1 million dollar lead gift from The North Face that will permanently connect the Outdoor Industry to conservation
- Remained on plan to maintain our 2008 funding level in the face of the current global economic challenge.

I ask for your vote in order to help drive increased membership and to fully fund The Legacy Campaign while continuing to expect the very best from the staff and my fellow Board Members. We did all of this together and I know I can contribute more!

**2. What conservation issues most interest you?**

**I wrote the following words in my first nomination letter and it still holds true today:** *The West is thirsty and the East is cramped. As we move forward water issues ranging from quantity and quality will continue to become more and more important. The battle lines are being drawn and we must prepare our local grassroots brothers and sisters efficiently and without haste. Open space not only effects us economically as outdoor companies but lost and shrinking habitat threaten a variety of species and our ability, and our children's ability to witness them. As an enthusiast it is longer my birthright to enjoy these things, it is now my responsibility to defend them.*

We stand at a time where we have unprecedented opportunity given the current political climate and we must execute thoughtfully and aggressively. I am always interested in the conversation of the relationship between land conservation and climate change. At this moment we also have remarkable FERC re-licensing opportunities the will effect for our nation's rivers and watersheds for the next fifty years. WE MUST ACT NOW!!!!

**3. What specific skills and experience would you bring to the Conservation Alliance?**

My tenure as a Board Member and Officer has been a remarkable education and experience. I believe it has prepared and shaped me in ways that will lead to continued success and a broader presence for the Conservation Alliance in the environmental community. I would also say my professional connections easily facilitate the member recruitment conversations necessary to grow the Alliance.

**4. Please describe your involvement in Conservation Alliance efforts to date.**

Please refer to question 1. In addition I serve on the Board of 1% for the Planet. I am committed to stand at the wonderful intersection of business and conservation.

Thanks for your time and consideration!!!

Adam Forest  
Managing Partner  
The Forest Group

**NAME: Sally McCoy**

**COMPANY: CamelBak – President and CEO**

1. Why do you want to serve on The Conservation Alliance board?

I have been fortunate to serve on the Conservation Alliance Board for the last 2.5 years. It has been an exciting time, both in terms of seeing many of our grantees efforts come to fruition and to see the industry support the Conservation Alliance by contributing to both the grant fund and the Legacy Fund.

I would like to serve another term on the Board because it is a time of great opportunity to ensure that more lands are conserved and available for recreation due to political receptivity but it is also a time of great challenge because of the economic environment. Our grantees need our support more now than ever – as their minimal funding dries up. Our industry too has its economic challenges and we need to encourage each other to double down now while we can make gains for the future of our businesses and our landscape.

I think I can help the Board with planning to take advantage of these times and I can help with outreach to members and non-members alike so that they can see the opportunity we collectively have in this chaotic environment. I am well grounded in the Conservation Alliance's roots- I was a representative of The North Face at the founding meeting with Patagonia, REI and Kelty at the San Francisco airport twenty years ago – I would be honored to help plan its future.

2. What conservation issues most interest you?

I was raised in the South, schooled in New England and have lived in the West most of my adult life so I have been lucky enough to appreciate the wonders and the differences each geography contains. I am committed to the need to protect the rivers, wild lands, plains, mountains, and the swamps that make our country so geographically blessed.

From a Conservation Alliance perspective I am an advocate of supporting a range of regional projects that meet our criteria because I believe each region has its own unique issues our membership cares about. I additionally believe that our grants should strive to make a strategic impact if there is a large area, a crucial pathway or an area newly open to conservation that we can offer timely support.

3. What specific skills and experience would you bring to The Conservation Alliance board?

- Strategic and Planning Skills – I have served on multiple for-profit and non-profit boards
- Board Development Skills - I have helped Boards attract and develop the skills they need
- Marketing, Sales, and Finance background
- A commitment to have our industry make a difference in conserving wild places and expanding the places we can recreate

4. Please describe your involvement in Conservation Alliance efforts to date.

- Currently serve as VP on the Board
- Chair of the Membership Committee
- Participant in the First Backyard Collective
- Board member for 2.5 years

**NAME: Ross Saldarini**

**COMPANY: Mountain Khakis**

1. Why do you want to serve on The Conservation Alliance board?

Our company has been a supporter for four years, almost since inception, donating the bulk of our 1% FTP dollars to CA and I'd like to play a more active role in an organization we support and I support.

2. What conservation issues most interest you?

National parks and wilderness preserves – expanding and protecting them – they are a national treasure we need to defend and expand.

3. What specific skills and experience would you bring to The Conservation Alliance board?

I have started four companies, raised money for my college to build a stadium and have biked the PCH.. and I'm 40... so there's some experience, some passion and some youthful piss and vim that might be welcome. I represent entrepreneurs and small businesses and finally I'm likely more tech savvy than most and bring that knowledge such as it may be relevant as well.

4. Please describe your involvement in Conservation Alliance efforts to date.

Limited.

My company, Mountain Khakis, has contributed a lot (for us) over the past four years through 1%FTP and I have spoken with other industry leaders about supporting CA in various ways, but I've never been involved directly.