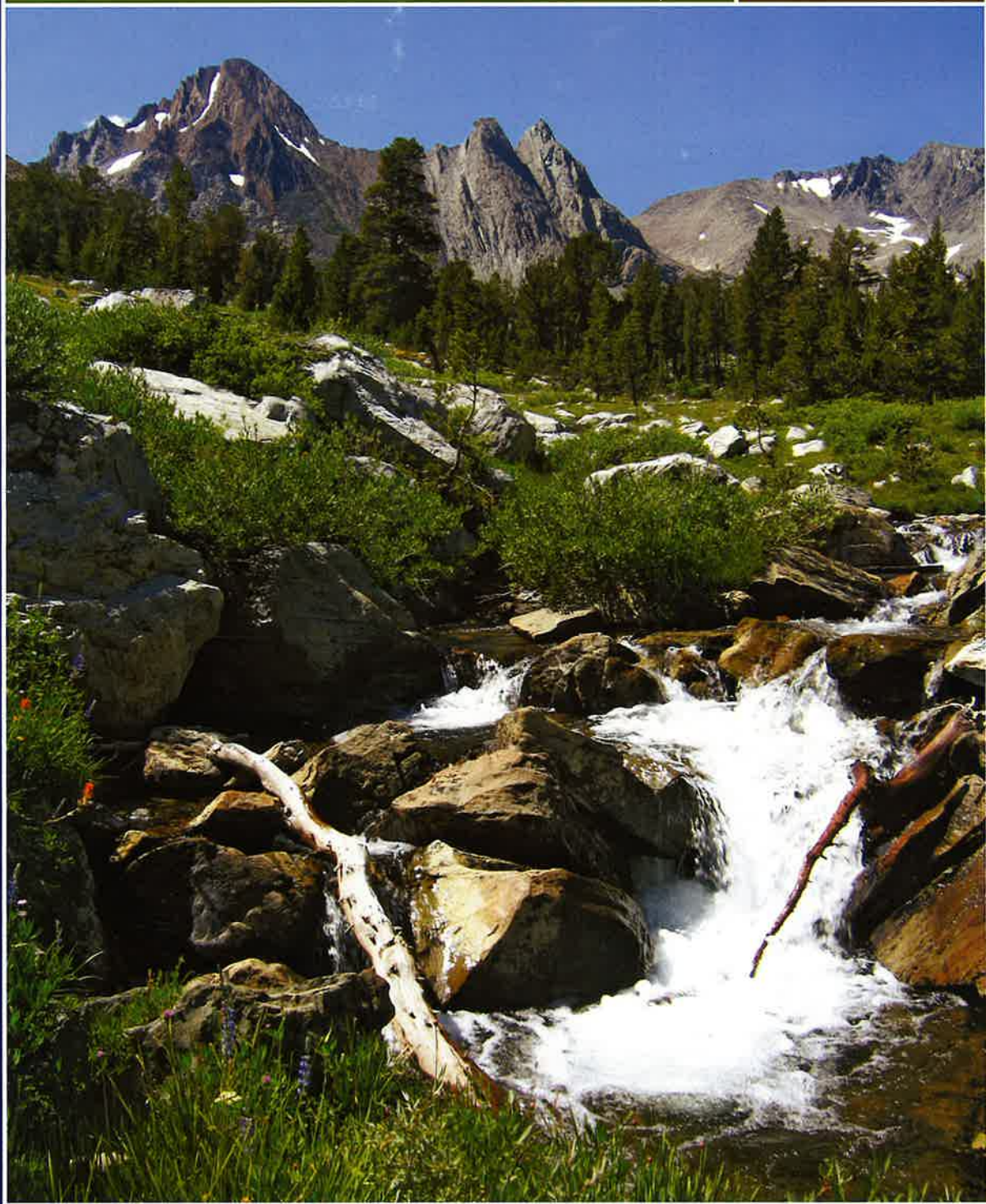


WILDERNESS RECORD

News Journal of the California Wilderness Coalition

SPRING / SUMMER 2010



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**CALIFORNIA
WILDERNESS
COALITION**

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The California Wilderness Coalition protects the natural landscapes that make California unique, providing clean air and water, a home to wildlife, and a place for recreation and spiritual renewal. CWC is the only organization dedicated to protecting and restoring California's wild places and native biodiversity on a statewide level. Since 1976, we have empowered local communities and conservationists to be the voice for wild California.



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COVER: VIRGINIA PEAK, VIRGINIA CANYON —
PHOTO: PHIL FARRELL
ABOVE: YOSEMITE FLOWERS — PHOTO: PHIL FARRELL

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DIRECTOR'S REPORT



Never doubt that a small group of thoughtful, committed people can change the world: indeed it's the only thing that ever has! —Margaret Mead

As I stood back on the final day of the Western Wilderness Conference 2010 and scanned the crowd of new friends, colleagues, students, and CWC board members and staff filling the hall of the UC Berkeley Student Union, I reflected on how proud I was to be a part of such a dedicated community of activists. The Western Wilderness Conference 2010 provided an opportunity for all wilderness activists both old and new to convene for four days and to share stories of inspiration, hard work and dedication.

This year's Western Wilderness Conference underscored the importance of collaboration. There was a palpable sense of excitement during the event as participants discussed and debated our shared challenges and created a shared vision for the future. Hearing stories of how groups throughout the western states are waging similar battles and implementing winning campaign strategies truly inspired me.

A month later, I find myself reflecting upon the conference and the knowledge I gained, excited to begin working with our new wilderness partners to build upon our recent successes. These next ten years will be critical for wilderness conservation in California. CWC board and staff recognize the importance of this time and have implemented strategies to address the challenges posed by an uncertain economy, a changing climate, and increased opposition to wilderness conservation. In June 2009, CWC board and staff gathered to determine the strategic direction of the organization. We envisioned a California with expansive wilderness, ranging from the iconic California with its "purple mountain majesties" such as the Trinity Alps and Sierra Nevadas, to the stark, but equally stunning, Colorado, Mojave, and Sonoran Deserts — all cooperatively managed by government agencies and community volunteers. We envisioned a California

where our children and grandchildren will enjoy the spiritual, economic, health and recreation benefits of wilderness. But equally as important as having a clear vision is having a clear strategy to achieve that vision.

Both the staff and board recognized that the core of our mission, as well as our greatest strength and distinguishing quality, is that we have expertise in both drafting wilderness legislation and building the grassroots support necessary to ensure its passage. CWC does it all: on any given day, you may find us immersed in chaparral inventorying wild flowers, identifying the specific wilderness characteristics of a potential wilderness area, or walking the halls of Congress meeting with senators or legislative staffers to discuss a wilderness bill. CWC's recently completed strategic plan articulates our continued dedication to wilderness preservation and enumerates specific goals, objectives, and action plans that will allow us to protect California's public lands.

In the following pages you will learn about our efforts to empower wilderness communities to become local wilderness stewards, our participation in the Administration's campaign to preserve our natural landscapes, our successful Western Wilderness Conference 2010, and our efforts to implement a strategic plan that will guide our work in the coming years.

We are committed to a future in which all Californians can enjoy and benefit from the natural wonders that the state has to offer. I look forward to working with many of you to achieve that goal.

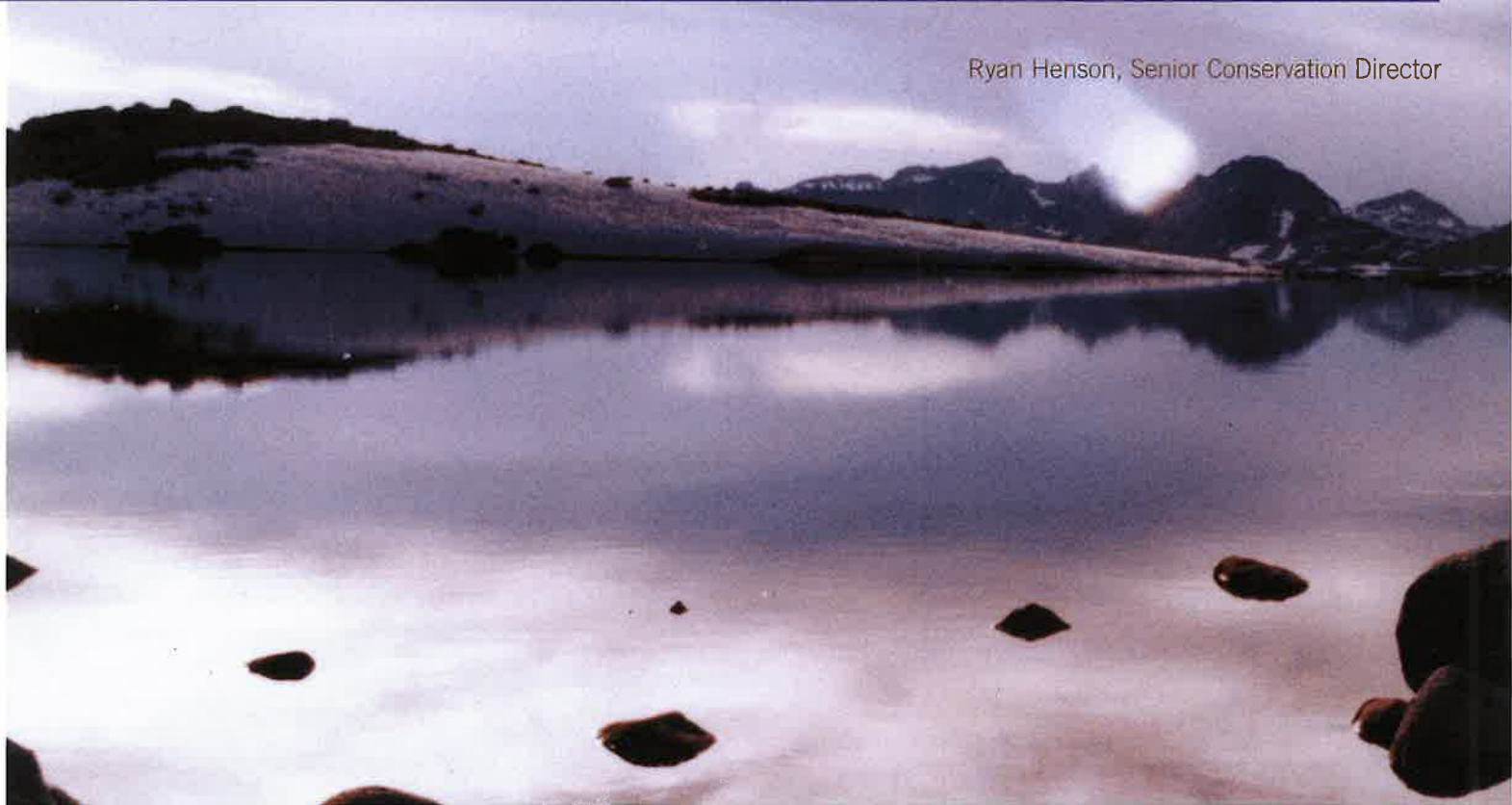
Thank you for continuing to support CWC and making us your voice for wild California.

Kristi Davis, CWC Executive Director

What is “Wilderness” Anyway?

Ryan Henson, Senior Conservation Director

John Muir Wilderness — PHOTO: JIM ROSE



We are the California Wilderness Coalition and our newsletter is the *Wilderness Record*. We spend a lot of time talking about wilderness but we never take a moment to define it. So, what the heck is it?

Whenever CWC uses the word “wilderness” we mean it in a legal sense. Wilderness is a piece of federal public land protected by Congress under the Wilderness Act of 1964.

As defined by the Wilderness Act of 1964, a wilderness is an area of federal land 5,000 acres or larger in size (or smaller under some circumstances) and “retaining its primeval character and influence, without permanent improvements or human habitation, which is protected and managed so as to preserve its natural conditions...” Therefore, the provisions of the Wilderness Act do not apply to privately-owned or state-owned lands, or to federal lands that have been substantially disturbed or developed (though many areas that have been logged and filled with roads but have since recovered have been designated as wilderness).

Once an area is designated as wilderness by Congress it becomes part of the National Wilderness Preservation System (NWPS). Unless Congress specifies otherwise, the same agency that managed the land before it became wilderness will continue to oversee it after it is designated. The National Park Service, U.S. Forest Service, Bureau of Land Management and the U.S. Fish and Wildlife Service manage all of California’s federal wilderness areas.

Once an area is protected as wilderness, commercial logging, road construction, off-road vehicle use, the filing of new mining claims, mountain biking and energy development are all prohibited in order to protect the wild character of the landscape. Some of the things that are permitted in wilderness are fairly commonsense, while others may surprise you. It is important to remember that the Wilderness Act, like all federal laws, was a product of many careful compromises and the legislation might never have passed without them. The following activities are allowed in wilderness:



- Hiking;
- Hunting (except, with a few exceptions, in national parks);
- Horseback riding;
- Native American cultural activities;
- Skiing;
- Snowshoeing;
- Camping;
- Fishing;
- Wheelchair use (including motorized chairs);
- Commercial outfitter and guide services;
- Scientific studies;
- Mining on mining claims that were filed before an area was designated as wilderness (this very rarely occurs);
- Commercial livestock grazing in areas that were being grazed at the time they were designated as wilderness;
- Firefighting, including the use of aircraft, bulldozers, and other heavy equipment if necessary to protect life or property;
- The use of fire as a management tool to improve public safety or to restore habitat for sensitive species;
- Search and rescue and law enforcement efforts, including the use of motorized vehicles if necessary; and
- Access to private property across federal land, even if this requires motorized vehicles.

Despite these compromises, areas in the NWPS are the most protected federal lands in the United States, and it would take another act of Congress to strip them of that protection.

Proposals for new wilderness areas are usually brought to the attention of Congress by private citizens or conservation groups like CWC, but sometimes federal agencies will recommend that particular areas be designated and Congress may or may not act on these recommendations. California currently has over fifteen million acres of land protected as federal wilderness, and CWC believes that over seven million acres of additional federal land meet the definition of wilderness and should be protected as such in the future.



Western Wilderness Conference 2010 Report

Sean Baumgarten, Policy and Development Intern

CWC would like to congratulate all of the organizations, presenters, participants, and volunteers who helped to make the 2010 Western Wilderness Conference a great success! The conference took place from April 8–11th at UC Berkeley’s Martin Luther King Jr. Student Center, and was sponsored by the California Wilderness Coalition and numerous other organizations from all thirteen western states. With over 550 people in attendance, including more than 100 presenters, the conference was a unique opportunity for conservationists to share their campaign experiences, inspire each other, discuss new research, and learn more effective strategies for fundraising and grassroots organizing.

The two main goals of the conference were to empower and train a new generation of wilderness activists and to provide opportunities for veteran activists to share experiences and collaborate on conservation campaigns. Given the many threats currently facing our nation’s wild places, from climate change and unsustainable natural resource consumption to short-sighted environmental policies, the conference presented a timely forum for wilderness activists to discuss innovative new campaign strategies and reach out to new allies.

The conference opened on Thursday evening with the west coast premier of *Forever Wild*, a film showcasing wilderness campaigns led by CWC Senior Conservation Director Ryan Henson and others, followed by a

presentation by the film’s producer Chelsea Congdon. Friday morning’s plenary presentation on *Wilderness History* by Doug Scott, Mike McCloskey and Polly Dyer traced wilderness protection efforts over time and set the stage for the workshops and presentations to follow. Sessions throughout the day ranged from *Protecting Wildlands from Off-Road Vehicle Damage* and *Working with the Federal Wilderness Agencies* to *Economic Benefits of Wilderness* and *Building Resources for Your Organization in a Time of Change*. In the evening guests enjoyed musical entertainment by Walkin’ Jim Stoltz and I See Hawks in L.A.



Top left: I See Hawks in L.A. — PHOTO: MITCH TOBIAS

Top right: Conference participants — PHOTO: MITCH TOBIAS

Bottom left: Malcolm Margolin and friends — PHOTO: MITCH TOBIAS

Bottom right: Tom Killion — PHOTO: MITCH TOBIAS

Attendees were greeted on Saturday morning by City of Berkeley Vice Mayor Linda Maio, who noted Berkeley's historical importance as one of the birthplaces of the environmental movement. Following the Vice Mayor's welcome, Rick Ridgeway, a world renowned adventurer and environmentalist who currently serves as Patagonia's Vice President of Environmental Initiatives and Special Media Projects, gave a presentation on *Freedom to Roam*, a new collaborative initiative between businesses, citizens, and government to protect wildlife corridors in North America. Again the day featured a wide variety of workshops related to wilderness protection, such as *Artists as Advocates for Wilderness*, *How to Build Grassroots Support for Wilderness*, *Youth Service and Stewardship Projects*, and *Building Resilient Habitats to Protect Wilderness from Climate Change*. To wrap up the day, attendees were treated to an evening panel on *Books in the Wilderness* moderated by author and Heyday Books founder Malcolm Margolin, and featuring special guests Kimi Kodani Hill, Ruth Nolan, Tim Palmer, and Ken Brower.

The conference concluded on Sunday morning with plenary presentations on *The Arctic National Wildlife Refuge* and *Wilderness Stewardship Challenges in BLM's National Landscape Conservation System*, culminating with a talk on *Rewilding North America* by Dave Foreman, founder of Earth First! and The Rewilding Institute.

The theme *New Aims, New Allies* clearly pervaded every aspect of the conference. Many of those in attendance were relative newcomers to the conservation movement, such as numerous high school students who had traveled from as far away as Bishop, CA to attend the conference. In a panel titled *Conversations with High School Students about the Future of Wilderness Conservation*, some of these students had the opportunity to share their thoughts about environmental protection with the wider audience. Many other workshops were designed to teach participants how to reach out to diverse communities in their wilderness advocacy efforts, such as *Engaging Communities of Faith in Wilderness Stewardship*, *Engaging Diverse Communities in Wilderness Work*, and *How Conservation, Restoration, and Indigenous Peoples Can Work Together to Address Climate Change*.

Reassessing conservation priorities in a time of global change was another recurring theme throughout the conference. The certainty of global climate disruption in the coming decades means that simply designating an



High School Student Panel — PHOTO: LANA HUSSER

area as wilderness will no longer ensure its protection for future generations. Numerous speakers, including Sierra Club Deputy Executive Director Bruce Hamilton, UC Berkeley Professor John Harte, and UC Berkeley PhD students Sheri Spiegel, Kevin Krasnow, and Eric Waller discussed the potential ecological impacts of these changes, as well as steps that wilderness advocates can take to reduce the vulnerability of the West's wildlife and wild places to climate change.

Another emerging issue, the use of technology in wilderness advocacy work, was addressed in several workshops, including *New Media: Utilizing Web 2.0 as Conservation Advocacy Tools* and *Backpack Geography: Integrating GIS into Wilderness Outings*.

The conference was truly a unique opportunity to interact with activists who have dedicated their lives to wilderness protection. If you were unable to attend the conference, you can still view videos of many of the presentations and workshops:

1. AGP Video, a company hired by The Morrissey Family Foundation, filmed most of the conference sessions, and will make the sessions available on their website. For more info visit AGP Video's website, www.cal-span.org.
2. CWC will be posting all conference presentations on their website, www.calwild.org.
3. The conference website, www.westernwilderness.org, contains a wealth of information.
4. In addition, CWC will be organizing viewing sessions scheduled for late summer or fall. If you are interested in attending or hosting a viewing party, please contact info@calwild.org.



High school students James Wiley (left) and Tyler Jolley (right)

Tyler Jolly's Interview with CWC Policy and Development Intern Sean Baumgarten

In planning the 2010 Western Wilderness Conference, CWC and other sponsors felt that it was important for participants to hear from a diverse range of speakers about their efforts to protect our natural world. A central part of this approach was providing opportunities for younger people to share their thoughts about the environment. In a panel titled *Conversations with High School Students about the Future of Wilderness Conservation*, five high school students from around California spoke about their involvement with conservation efforts and shared ideas for how to get other students more interested in protecting the environment. After the conference we interviewed one of these students, Tyler Jolley, and asked him about his reactions to the conference and his perspectives on conservation. Tyler has been involved with the Green Screen program, which produces television shows on a variety of environmental issues for teenagers in the Bay Area.

Sean: What are your thoughts about the conference?

Tyler: The conference was absolutely amazing. It was fun, informational and most of all inspirational. All of the speakers and panelists were absolutely amazing. I had a great time just being at the conference, as well as speaking on the student panel. It was truly an honor to be among such amazing people, and to hear about their work and to work with them to make progress towards a common goal.

Sean: What is the Green Screen and how did you get involved with it?

Tyler: The Green Screen is a group of around 20 dedicated teenagers who meet weekly to create a TV show to educate and inspire other teenagers around the Bay Area. Hopefully the message will spread far and wide. We are a part of EarthTeam which is an Environmental Education Network, based out of Berkeley, California. EarthTeam is 10 years old this year, and we are on our fourth season of producing the show for television and the internet. That's a lot of hard work and a lot of heart and soul poured into helping our earth.

Sean: What do you hope to accomplish by making these films?

Tyler: We hope to influence the next generation of adults to care about the environment now so they have a foundation on which to build later work and hopefully later triumphs.

Sean: Why is protecting the environment important to you, and how did you get interested in environmental issues?

Tyler: I joined the Green Screen being naïve about the environment; I mean I cared, but I wasn't an enthusiast. Within two months, I was so into it that I couldn't even imagine going back to the way I was. I am concerned about animals, the plants, and most of all, us. We harm the earth so much that we may not get to enjoy the parks anymore. Another of my major influences would be the East Bay Regional Parks District.

Sean: What would you do to get other students more interested in conservation?

Tyler: Anything and everything. This is the whole point of the Green Screen. We do it on a large scale, but on a smaller one anything is helpful. Even just reminding your friends to recycle is a help. But to get them interested, I would say get them outside and explore, go hiking, and go on adventures. If they are involved with it, they are more likely to care about it and care for it.

Sean: How do you see yourself participating in environmental protection in the future?

Tyler: I will always be involved in the field. I am too into hiking and enjoying the environment in general to sit back and let us just destroy it. I will be involved with EarthTeam, the Parks District, and the Sierra Club as much as I can for a very long time. If the need is there, I will be too. We need this problem solved and every pair of hands helps. I want to be part of the solution.

CWC Implements a New Strategic Plan

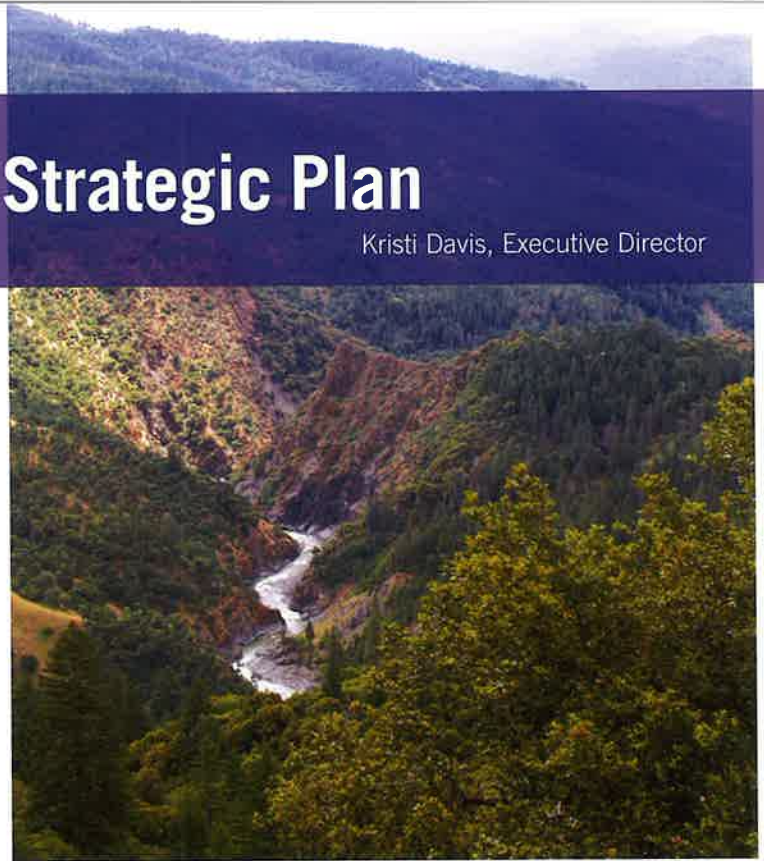
Kristi Davis, Executive Director

In recent years, the structure of our organization has evolved. We are no longer an organization with a single center of operations and support. In addition to our central office in Oakland, we now have field offices in Redding and Upland. We are building CWC's presence and profile throughout California and working to streamline our internal operations, diversify our resources, build upon our membership support and coordinate our conservation efforts statewide with those of our partners.

In June 2009, CWC began meeting to develop a strategic plan. During this process, we interviewed our coalition partners, surveyed our members and met with foundation staff to discuss the recent successes we achieved and the challenges we faced. We worked hard to ensure that the process was both comprehensive and inclusive, so that together we could create a plan and a shared vision for CWC. The aforementioned research provided us with the information necessary to craft a two year strategic plan.

The completed strategic plan provides a cogent statement of shared values and a robust guide for institutional development. The plan will also be used as the basis for shaping CWC's annual operating plan and budget. In our plan, CWC sets six strategic goals that will enhance our capacity to lead the grassroots efforts in designating wilderness in California and to build upon our recent legislative and organizing successes. These six overarching goals are designed to create a more sustainable organization focused on wilderness preservation and restoration:

- Goal 1:** Permanently protect every wilderness-quality area in California.
- Goal 2:** Ensure that protected areas are properly managed and that ecological connections exist between protected areas
- Goal 3:** Ensure that every wild area is adopted by a local stewardship/advocacy group that has the capacity to: conduct field surveys; market favorite wild areas; advocate for favorite areas at local, state & national levels; implement protection on the ground; and form a self-sustaining stewardship group.



Yolla Bolly Middle-Eel Wilderness

PHOTO: CALIFORNIA WILD HERITAGE CAMPAIGN

- Goal 4:** Build a diversity of support for California's wildlands.
- Goal 5:** Build a sustainable organization.
- Goal 6:** Increase awareness of the values of wilderness.

CWC will invest \$1.6 million dollars to implement the objectives outlined in the strategic plan. These funds will be used to protect up to 2.5 million acres of additional wilderness, create a new program to recruit volunteers and train them to be wilderness stewards, identify new strategic partners, diversify our funding base, and implement new internal systems and policies to create a more sustainable organization supporting organizational leadership and growth. The plan also enumerates steps to increase our outreach in the community in an effort to promote more awareness of wilderness. This strategic plan is an ambitious yet realistic roadmap that will enable us to build upon our expertise in grassroots organizing and relationship-building to pass wilderness legislation.

We have provided additional details regarding our strategic initiatives on our website, www.calwild.org. We will continue to keep you abreast of our progress through action alerts, newsletter articles and special events.

If you should have any questions, please feel free to contact Kristi Davis at 510-451-1450 or kdavis@calwild.org.



Digging post holes — PHOTO: SARAH STEELE WILSON



Installing informational sign — PHOTO: CWC VOLUNTEER

Working to Restore Wilderness

Sarah Steele Wilson, Student Conservation Association Intern

A year ago, I was a copy writer for a financial services giant in a suburban Philadelphia office park. I had an hour-plus commute back to my downtown apartment and the news of the day was not good. Lehman Brothers had collapsed and the financial services industry was trimming the ranks. I found myself newly jobless on the day the Phillies won the World Series. Although I didn't feel much like joining the ranks of revelers that night, I've come to realize that losing my job was a stroke of luck.

Unemployed, I decided to look into Student Conservation Association (SCA) internships. I've always loved public lands, so the idea of working for a government land management agency was appealing to me. I grew up in Alaska, where you can't help but absorb wilderness ethics. You also absorb an understanding of the forces working to turn those lands into oil fields and parking lots. I was feeling the call of the wild, which seemed to be saying "help," and I decided to listen to it.

I ended up with an internship as a Volunteer Coordinator in the Mendocino National Forest, which boasts four Wilderness Areas: the Yolla Bolly-Middle Eel, Yuki, Sanhedrin, and Snow Mountain. During my first weekend here, I laced up my hiking boots and set out in my Toyota Corolla to explore the Snow Mountain and Sanhedrin Wildernesses, where I would be working. My automobile is not made for fording streams or navigating canyon-like potholes, so my exploration of the

Wilderness areas was cut short until I got my government truck. Later that first night, when I almost ran over a bear that was crossing the highway, I knew I was in a wild place, right here in the middle of California.

Working with a public lands management agency is simultaneously incredibly frustrating and rewarding. It's frustrating to witness the behavior of people who don't respect their public lands and the wounds they leave on the landscape. Unfortunately, it's difficult for employees of various land management agencies to implement and enforce comprehensive wilderness protection measures. With grant money raised by the California Wilderness Coalition, interns like me can help.

By spearheading stewardship projects and recruiting groups of hardworking volunteers to help me with those projects, I hope to have a foundation in place so that the wilderness areas in the Mendocino National Forest will have stewards dedicated to helping them long after I leave.

The volunteers and I are:

- Conducting a noxious weeds inventory
- Conducting an inventory of recreation sites
- Installing vehicle barriers to stop off road vehicles from intruding into wilderness areas
- Constructing informational kiosks
- Placing wilderness boundary signs



Recreation site — PHOTO: CWC VOLUNTEER

The rewards of my job outweigh the frustrations as I see the amazing employees and volunteers who work hard to protect the wild areas we have left. It's inspiring to see how many people do value these untrammled places enough to devote their time and energy to preserving and protecting wilderness.

High school students have given up their precious weekend days to pick up litter in the wilderness areas. Their youthful exuberance was essential in a particularly grueling cleanup project that cleared 30 giant black bags of trash from a hillside and creek bed.

Various local horse groups have also been keen to help, making the difficult trek across bumpy and narrow roads, horse trailers in tow, to help survey the trails, pick up litter, and install vehicle barriers.

Numerous individuals have gotten involved with these stewardship projects after learning about them through presentations I have given at local schools, horse riding groups, and AmeriCorps chapters, or through networking I have done with various organizations such



Team members with sign — PHOTO: SARAH STEELE WILSON

as The California Native Plant Society and the Sierra Club. Many have subsequently come out on hikes or drives with me, on the lookout for invasive plants and hidden campsites, and have soon found themselves holding one end of the measuring tape while posting Wilderness boundary signs.

When I set up a table at the Upper Lake Market, we had as many people stop by to ask questions about the wilderness areas as did the vendors hawking vegetables and 10 minute massages. Numerous people requested maps of the wilderness areas and quite a few signed up to help with the projects I described to them.

It has been heartening to meet so many people dedicated to protecting wilderness areas and willing to enthusiastically devote their time and energy to helping maintain these unique landscapes. As the true owner of these lands, the public values them and wants to see them preserved. Between the employees of land management agencies like the Forest Service, non-profits like the CWC, and volunteers who continue to offer their time and expertise, we should be able to make that happen.



Sarah with completed sign — PHOTO: CWC VOLUNTEER



Copper Butte volunteers — PHOTO: SARAH STEELE WILSON

Coalition News



CWC Welcomes Barbara Daugherty to the Board of Directors

CWC is pleased to welcome Barbara Daugherty as our newest board member. Barbara joined CWC on January 30th, 2010, and brings with her extensive experience in both the nonprofit and business sectors. She has served on the board of the Weeden Foundation since 2004, where her responsibilities include the approval of grants for organizations that help protect the environment in various ways. Barbara has held positions as Managing Director of Business Planning at the Mellon Capital Management Corporation in San Francisco, and as Accountant and Trust Administrator at Wells Fargo Bank. She earned a Bachelor of Arts degree and a Masters of Business Administration degree from UC Berkeley. In her free time, Barbara enjoys hiking, backpacking, travel, cross-country and alpine skiing, triathlons, and cycling.



Welcome Martha Serianz

CWC is excited to welcome Martha Serianz as our new Development/Membership Associate. Martha (pictured here), originally from Iowa, received degrees in Political Science and International Development from the University of Iowa in 2006. In 2007 she headed west to Seattle and took a position as an Outreach Director for a national political organizing and fundraising firm. She was quickly promoted to lead manager of their San Francisco field office and in 2008 oversaw operations that raised over \$1,000,000 for progressive causes. Since moving to California, Martha has become deeply committed to working on environmental issues and protecting the wild landscapes of her new home state. She hopes that future generations will be able to experience the same joys of exploring the many natural treasures that California has to offer.

COALITION NEWS CONTINUED ON PAGE 14



Mr. Henson Goes to D.C.

Dana Saks, Associate Director

The CWC's Senior Conservation Director Ryan Henson had the privilege of being invited to attend the White House Conference on America's Great Outdoors on April 15–16, 2010 in Washington, DC. Administration officials invited 600 leaders representing conservation, farming, tribal, health, education, ranching, sporting, recreation, forestry, private industry, local government and academic interests from all 53 U.S. states and territories. While the event was not actually at the White House, it was nevertheless held at the stately Interior Department Building a few blocks away. Participants were able to mingle with many government conservation leaders, including:

- White House Council on Environmental Quality (CEQ) Chair Nancy Sutley
- Secretary of the Interior Ken Salazar
- Environmental Protection Agency (EPA) Administrator Lisa P. Jackson
- Secretary of Agriculture Tom Vilsack
- Forest Service Chief Tom Tidwell
- Bureau of Land Management (BLM) Director Bob Abbey
- National Park Service (NPS) Director Jon Jarvis
- Wilderness champion and avid outdoorsman Representative Mike Thompson (D-Napa)
- Enthusiastic friend of wilderness and Governor of New Mexico Bill Richardson
- Former Secretary of the Interior Bruce Babbitt, a noted reformer during the Clinton administration

Ryan did his best to spread the word about California's wild places amid the throng of conference participants, and was able to speak to a large number of key leaders from both the government and private sectors.

The highlight of the event was President Barack Obama who gave a very thoughtful speech about the importance of conservation and how critical it is that as many Americans as possible, especially children, reconnect with the outdoors. He expressed his great admiration for President Theodore Roosevelt and spoke of a desire to follow in his footsteps when it comes to conservation.

He remarked:

Now, that legacy is an extraordinary achievement — and no matter how long I have the privilege of serving as President, I know I can never match it. And I will probably never shoot a bear. That's a fair bet there, fair guess. But I do intend to enrich that legacy, and I feel an abiding bond with the land that is the United States of America.

After the speech, President Obama signed a memorandum establishing the America's Great Outdoors Initiative "...to promote and support innovative community-level efforts to conserve outdoor spaces and to reconnect Americans to the outdoors." The memorandum requires the Departments of Interior and Agriculture, the EPA and the CEQ to lead the Initiative, in coordination with the Departments of Defense, Commerce, Housing and Urban Development, Health and Human Services, Labor, Transportation, Education, and the Office of Management and Budget. The agencies are called on to "...start a national dialogue about conservation that supports the efforts of private citizens and local communities." The first concrete step in this effort will be a series of "conservation listening sessions" around the country, in which government officials will encourage people to share their vision for the future of America's great outdoors.

All of this is admittedly short on specifics, but CWC nevertheless plans to do everything we can to get wilderness advocates to attend the listening sessions in California (the dates and locations have not been set as of this writing). When it came to what this could mean for federal public lands, New Mexico Governor Bill Richardson was quite specific in his remarks. He called upon the Obama administration to use the Great Outdoors Initiative to help create more wilderness areas, national parks, wild and scenic rivers, as well as more urban open space and more opportunities for children to get outside. He even called for the protection of the proposed Berryessa-Snow Mountain National Conservation Area in California. Ryan gave him a one-man standing ovation at that point.

Stay tuned to the Wilderness Record and the CWC website for more information on the America's Great Outdoors Initiative. You can also visit the project's website at www.doi.gov/americagreatoutdoors.

CWC Teams with Conservation Alliance in Backyard Collective

Julia Kernitz, GIS Specialist

CWC celebrated Earth Day this year by giving back to the beautiful spaces that the Bay Area calls its Backyard. CWC joined forces with the Conservation Alliance and the Golden Gate National Parks Conservancy for a day of environmental stewardship with outdoor industry employees from around the Bay Area. Over 80 volunteers met in San Francisco's Presidio National Park for the Bay Area's 2nd annual Backyard Collective Event. The Backyard Collective is a series of nationwide environmental stewardship projects organized by the Conservation Alliance that bring outdoor industry employees together with the non-profits they fund to get outdoors and give back through conservation projects.

Volunteers from The North Face, Mountain Hardwear, REI, Clif Bar, Camelbak, and Ahnu Footwear gathered in the Presidio to work together on environmental restoration projects organized by the Golden Gate National Parks Conservancy and the Presidio Trust. Groups of volunteers dispersed through the Presidio to work on projects involving invasive species removal, erosion control, and trash removal. Groups split up for a morning session of ditch digging and weed pulling before breaking for a lunch of Top Dog sausages and tackling an afternoon of more invasive species removal.



Volunteers working at Battery Crosby — PHOTO: MARIA DURANA

The work accomplished during this Earth Day event is equivalent to what the Conservancy staff can finish in a month. The Backyard Collective event was not only an enjoyable day in the sun, but an important contribution to one of the most beautiful national parks in the area.

Whether backpacking in a remote wilderness or volunteering in an urban park, CWC aims to foster an appreciation of the outdoors through first-hand experience and a sense of connection to wild spaces. We look forward to more upcoming collaborations with the Conservation Alliance and the Backyard Collective.



Volunteers removing invasive plants — PHOTO: MARIA DURANA



Volunteers at Backyard Collective Event — PHOTO: MARIA DURANA

HOW TO SUPPORT US

Going Green

Sign up to receive your next *Wilderness Record* faster and greener by requesting an electronic *Wilderness Record*! Send your email information to CWC today and you will help us reduce our carbon footprint, lessen our use of paper, and cut down on mailing costs.

As part of our strategic plan, CWC is working hard this year to update our database to include complete donor information and increase our online communications with our members. Building a strong online constituency in 2010 will help generate the political will we need to protect wild California! Joining our online network makes it easy to stay up-to-date on the latest wilderness news and the status of current CWC campaigns. You will also receive special invitations to member events throughout the year.

Take a moment and sign up for our electronic mailing list by sending an email to info@calwild.org and we will add you to our California Wilderness Alert email list. Please indicate if you would like to receive an electronic version of your next *Wilderness Record*.

Invest in the California Wilderness Coalition

With the support of our members last year, CWC led the grassroots efforts to introduce two wilderness bills which cover nearly 2,000,000 acres of California's unique landscapes. In order to build on this success and expand our programs in 2010, we need to build our base of support.

This summer we are excited to launch the REFER A FRIEND campaign and ask all of our members to reach out to their personal networks and recruit a new member for CWC. Members are the lifeblood of the California Wilderness Coalition and make all of our work possible. Each new membership adds to the critical grassroots strength that CWC needs to protect the last remaining wild spaces in our Golden State.

The CWC member who refers the most friends will receive a special wilderness outing with Executive Director Kristi Davis, and a member of the CWC

Conservation Director team. The winner will be able to invite the members he or she referred to attend the outing as well!

It will be important that all those who become members through the REFER A FRIEND campaign indicate your name (the person who gave the referral) when donating so that you can receive credit. New members can donate in the following ways:

- Go online to www.calwild.org and donate through our secure online Donate Now page. The new member should indicate your name in the "How did you hear about CWC" box.
- Mail a check payable to CWC at 1212 Broadway Suite 1700, Oakland, CA 94612. The memo on the check should read "Refer a Friend: Your Name".
- Call Martha Serianz, Membership/Development Associate at 510-451-1450 and donate over the phone.

This exciting new campaign will last from June through August. The winner of the REFER A FRIEND competition will be contacted in September and the results announced in the CWC Fall *Wilderness Record*!

Become a monthly member today!

Ongoing campaigns need your ongoing support. By making a modest monthly donation to CWC, you will help us to save precious dollars and plan your giving more effectively. With a monthly gift of as little as \$11 a month you will ensure that you are doing your part to protect wild California.

Suggested monthly giving levels are \$11, \$15, \$20, \$35, \$50, \$100, or more.

New monthly donation members (with a minimum of \$11 per month) will receive a subscription to the *Wilderness Record*, Wilderness Bookmark, Wilderness map, and special invitations to wilderness events. You can sign up to be a monthly member at www.calwild.org, or fill out and mail the envelope located in the center of the *Wilderness Record*, or call us at (510) 451-1450.

CALIFORNIA WILDERNESS COALITION

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Save the Date: June 18–20, 2010 Wilderness Round Up



Join the CWC staff, members, volunteers, and partners at the annual Wilderness Round Up in the Southern Los Padres National Forest. This is an annual event providing an opportunity to camp, hike, spend time outdoors, and celebrate wilderness successes and current campaigns.

For the latest information and full details on the Wilderness Round Up, and to sign up to attend, please visit our website www.calwild.org. If you have questions, please contact Laurel Williams, 909-260-8833.