

# WILDERNESS RECORD

News Journal of the California Wilderness Coalition

FALL 2010



**America's Great Outdoors** PAGE 4

A Tribute to Anne Schneider PAGE 7 | How Retail Saves Wilderness PAGE 8



## CALIFORNIA WILDERNESS COALITION

*The Voice for Wild California*

### HEADQUARTERS

1212 Broadway, Suite 1700  
Oakland, CA 94612  
510-451-1450

[info@calwild.org](mailto:info@calwild.org)

### DESERT FIELD OFFICE

167 North Third Avenue, Suite M  
Upland, CA 91786  
951-205-6004

### NORTHEAST FIELD OFFICE

P.O. Box 993323  
Redding, CA 96099  
530-365-2737

### STAFF

*Executive Director*  
**Kristi Davis**

*Associate Director*  
**Dana Saks**

*Senior Conservation Director*  
**Ryan Henson**

*S. California Conservation Director*  
**Monica Argandoña**

*Deputy Conservation Director*  
**Laurel Williams**

*GIS Coordinator*  
**Julia Kernitz**

*Communications Associate*  
**Daniel McGlynn**

*Policy/Development Intern*  
**Sean Baumgarten**



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COVER: NOPAH — SAM ROBERTS  
ABOVE: SURPRISE CANYON — CWC ARCHIVE

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# DIRECTOR'S REPORT



**O**ur nation was recently presented with an opportunity to chart a new and exciting course that could have a major impact on the future of our public lands. On April 16th, President Obama and Secretary of the Interior, Ken Salazar, announced a new initiative called America's Great Outdoors. It is designed to promote and support innovative community-level efforts to conserve outdoor spaces and to reconnect families to the outdoors. Our very own Ryan Henson was present to share in this discussion.

Representatives from the National Park Service, the Department of the Interior, and the National Forest Service traveled throughout the United States to hear about the importance of the outdoors. CWC organized communities to ensure a diversity of attendance at the Southern and Northern California listening sessions. Many of the participants that gathered and participated in these sessions left feeling empowered, none more so than the youth that participated in the Berkeley event.

This summer, I too had the opportunity to travel and hear from Americans about the importance of conservation. In May, I was granted a Whole Communities Fellowship for my contribution to the conservation community. As part of the Fellowship I attended a leadership retreat called "2042 Today, Young

Leaders Re-Imagining Conservation." During this retreat, I had the opportunity to meet a diverse group of young leaders and learn about their commitment to wilderness, their local communities, and the conservation movement.

In August, Laurel Williams, Southern California Deputy Conservation Director and Sam Roberts, CWC Board President and I traveled to Utah to attend the Outdoor Retailer Summer Market. As a part of the show, Secretary Salazar spoke about the importance of the outdoor retail industry and the opportunity to provide Americans with more ways to connect with the outdoors.

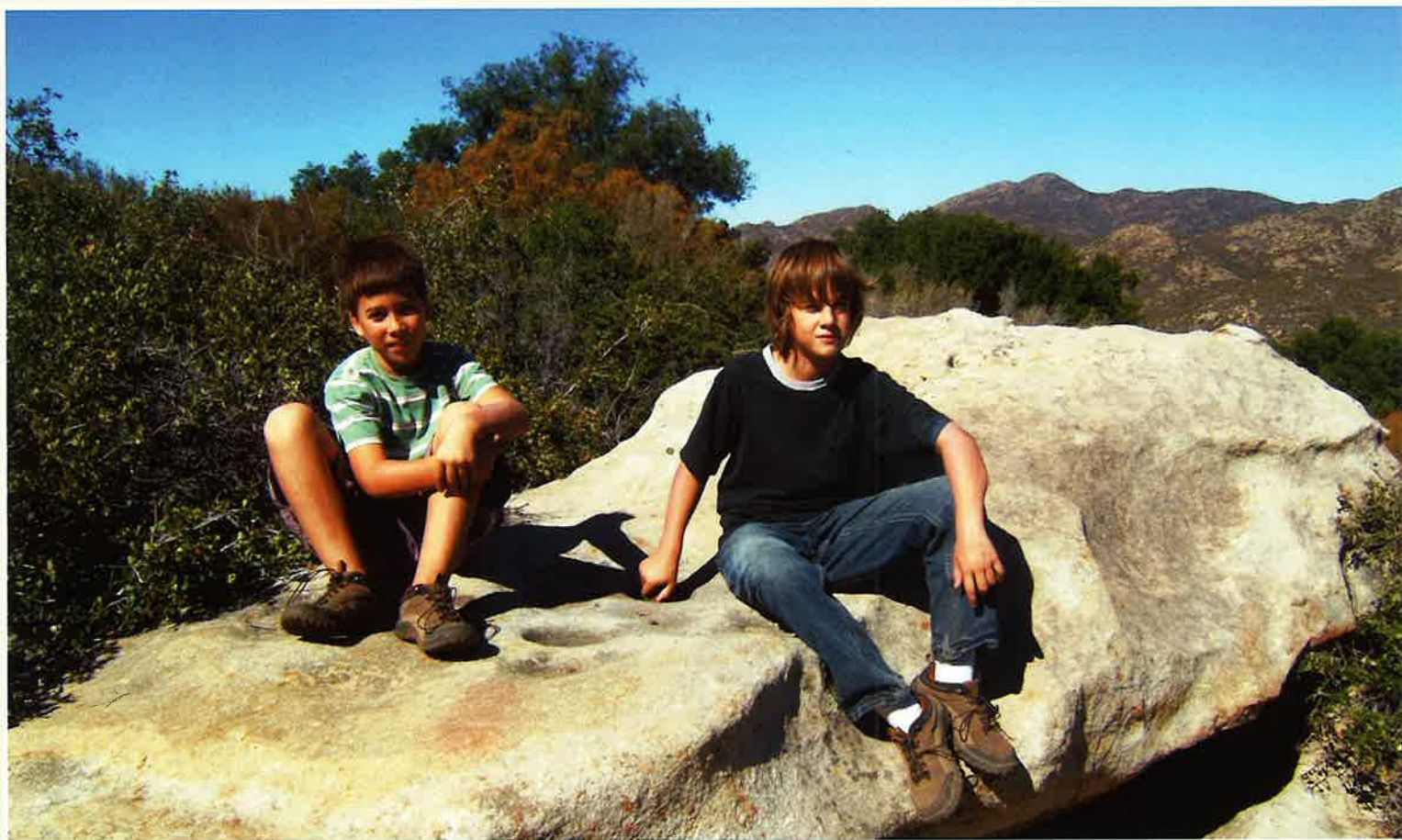
In my experiences this summer—travelling to the conservation leadership retreat, the Outdoor Retailer Summer Market, and the various America's Great Outdoor listening sessions—I heard many voices echoing the same thing, "conservation of the outdoors is important." This commonality further illustrated to me the purpose of California Wilderness Coalition.

In this issue of the Wilderness Record, we will share the stories of people, land and their impact in protecting wild California.

**Kristi Davis, CWC Executive Director**



Agua Tibia — CWC ARCHIVE



## Obama and “America’s Great Outdoors”

Ryan Henson, Senior Conservation Director

**O**n April 16, 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 memo calls on several government agencies to lead a “national dialogue about conservation that supports the efforts of private citizens and local communities.” At the core of the Initiative is a series of “conservation listening sessions” around the country designed to encourage people to share their vision for the future of America’s great outdoors.

The first listening session in California was held on July 7th at the request of Representative Mike Thompson (D-Napa) at the University of California, Davis. Roughly 300 people attended the event. Many of the participants made it abundantly clear that they want key wild places protected either as wilderness, or in other ways—like with National Monuments that can be established by presidential proclamation. The number of people that showed up to support the proposed

Berryessa–Snow Mountain (BSM) National Conservation Area (NCA) made a tremendous impression. If approved the NCA would stretch north from Lake Berryessa, which is in the Coast Range west of Davis. The new protected area would cover a third of the Mendocino National Forest in Lake and Mendocino counties.

The second California listening session was held on July 8th at Occidental College in Los Angeles. Obama Administration officials like Secretary of the Interior Ken Salazar, EPA Administrator Lisa Jackson, and Council on Environmental Quality Chair Nancy Sutley, as well as 800 other people, attended the event. CWC staff were so determined to get conservationists to the session that they chartered a bus and filled it with pro-wilderness business people, landowners, Native American leaders, and others. Conservationists sought to highlight a number of recent wilderness and wild and scenic river proposals made by CWC and other groups, such as those in the Angeles National Forest, where activists are trying to get legislation introduced that would protect five

wild rivers and expand three existing wilderness areas. Many participants voiced support for Senator Dianne Feinstein's California Desert Protection Act of 2010, which would protect over 1.3 million acres of land in national monuments, wilderness areas, wild and scenic rivers, and expanded national parks. CWC staffer Monica Argandoña was applauded by the large crowd when she made the point that, while CWC supports alternative energy, we do not want to see vast stretches of desert wildlands "turned into a parking lot for solar panels." Secretary Salazar assured her that the Administration agrees with these concerns.

Many activists at both sessions also expressed support for fully funding the Land and Water Conservation Fund (LWCF). Congress established the LWCF in 1964 with the goal of providing \$900 million annually to benefit conservation and recreation. The money was derived from fees collected from oil companies drilling offshore. Since 1964 the money has been used for hundreds of essential projects, including the acquisition of private lands, habitat restoration, and the construction of sports facilities for youth. The LWCF has only been funded to its full \$900 million capacity twice in its history, and a strong push is currently underway to convince Congress and President Obama to fully fund the program. The AGO listening sessions provided an important forum to advocate for the LWCF.

The Administration held another listening session in Berkeley on July 23rd that focused on getting youth into the outdoors. This was the first listening session to focus solely on youth and the outdoors. Administration officials listened attentively as the young people shared their ideas about how our society can better combat the spread of "nature deficit disorder" among youth.

The Administration is continuing to hold listening sessions throughout the country. CWC staff have been told that at the end of these listening sessions Administration officials will submit a list of recommendations to President Obama in November. We hope that this will lead to more support from the White House and Congress for our most critical conservation initiatives.

If you missed the listening sessions, there are still opportunities for your voice to be heard. Submit your comments online at [www.doi.gov/americasgreatoutdoors](http://www.doi.gov/americasgreatoutdoors). You can see the CWC's recommended talking points for your comments at [www.calwild.org/resources/TalkingPoints.html](http://www.calwild.org/resources/TalkingPoints.html)

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/americasgreatoutdoors](http://www.doi.gov/americasgreatoutdoors).





## The Economic Echoes of Wilderness

Sean Baumgarten, Policy and Development Intern

**D**ifferent people have different reasons for caring about the preservation of wilderness, but unique recreational opportunities are almost always near the top of the varied list of values. A recent *International Journal of Wilderness* article estimated in 2008 that over 70 million people visited a wilderness or primitive area in the United States, and between 2000 and 2008 wilderness and primitive areas experienced a 12% increase in visitor-days. From hiking to hunting the wide-range of activities appeals to people from diverse backgrounds—the commonality, though, is the attraction to unique and beautiful places.

The fact that federally protected wilderness is public also offers the chance for affordable getaways. But the visitors to wilderness areas are not the only ones to benefit from free and attractive outdoor recreation. Wilderness-related tourism also helps to support rural economies by increasing the demand for lodging, restaurants, outfitters, retailers, and other services. Studies have shown that for every 10,000 acres of wilderness designated in the West, visitor spending results in an estimated \$156,318 of additional income for local residents.

The income generated by visitors to wilderness areas can promote higher levels of employment, growth, and property values in rural communities. Nationwide, spending by visitors to designated wilderness areas is estimated to support 26,820 jobs. According to one study of western rural areas, job growth in counties with protected federal lands was 5.7 times greater than in counties lacking protected areas. The same study found that population growth in counties with protected lands was 11.7 times greater in counties lacking protected areas.

As a result of their scenic beauty, abundant recreation opportunities, and growing economies, communities near protected wilderness areas are often highly desirable locations to live. A 2004 study in Vermont, for instance, found that residential property values were 19 percent more for towns close to designated wilderness.

Besides the boost to local economies near wilderness areas, people living further away from these places also benefit from the “ecological services” that wild lands provide, such as clean air and clean water. These intact landscapes are also seen as a buffer to climate change—they act as air and water filters—as well as capture and store carbon. The estimated economic value of this “climate regulation” by forests in designated wilderness areas is \$1 billion every year. Healthy ecosystems also play an important role in controlling pollution and removing toxins from the environment—these services contribute about another billion dollars per year annually. There are other benefits, too, that can also be labeled with a price tag—things like erosion control, soil formation, water storage, and natural pest control.

Aldo Leopold defined his land ethic this way: “a thing is right when it tends to preserve the integrity, stability, and beauty of the biotic community. It is wrong when it tends otherwise.” Wilderness certainly has intrinsic value, it is important to the rare and endangered species, and is crucial to the function and health of the environment. But between bolstering rural economies and having tangible financial benefits wilderness also offers a means to preserve the integrity, stability, and beauty of the human community.

# Coalition News

## CWC is excited to announce that Hall Newbegin was appointed to the Board of Directors in June.



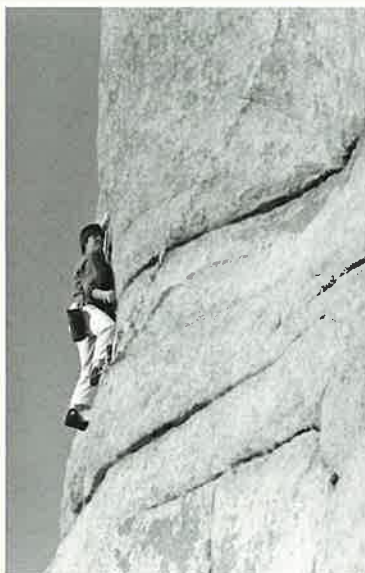
Hall grew up camping and backpacking in the Pacific Northwest. He founded Juniper Ridge *fresh from the mountains* at the Berkeley Farmers Market in 1999 and creates unique, sustainably wild harvested products from the mountains and deserts of the West. Every summer he travels up and down the West Coast leading Juniper Ridge Wildflower Hikes to take people outdoors and teach them about native medicinal plants, wild edibles, and the names of all those pretty little wildflowers. From the deserts of Southern California, to the coastal mountains, Siskiyou, Sierra Nevada and Cascades, Hall loves it all and has devoted his life to exploring and protecting the marvelous wildlands of the West Coast.

## CWC is pleased to welcome Daniel McGlynn as our new Communications Associate.



Daniel has worked as a conservation advocate and educator for the Wilderness Study Group and the Wilderness Education Institute in Colorado. He has also been a Peace Corps Volunteer in Nicaragua, a backcountry guide in Alaska, and just completed a Master of Journalism degree at UC Berkeley.

The conservation community mourns the passing of Anne Schneider, one of the original core activists who launched the California Wilderness Coalition in 1976. CWC was founded in Anne's kitchen and her hospitality nurtured it in the early years. She served many years on the Board of Directors and was also a major donor to CWC throughout her life. Her love and concern lives on in every wild thing.





## How Retail Saves Wilderness

Laurel Williams,  
Southern California Deputy Conservation Director

**H**ours before the sun rose over Salt Lake City, I was wide awake with my trail running shoes on and downing a cup of coffee. I entered the 21st Annual Wasatch Wobble 5K Trail Run, and as hardcore as the event sounds, it's more importantly a fundraiser for the Conservation Alliance. It was also a fun excuse to run with sponsored athletes, outdoor industry reps, and to check out some killer trails in a new city. As the sun's rays finally hit the Great Salt Lake, the other sleepy-eyed participants and I set out along some rolling single track in the foothills of the majestic Wasatch Mountains. The race itself was one of the many events associated with the Outdoor Retailer Summer Market, the actual reason I was in Salt Lake City with others from the CWC.

I joined CWC Executive Director Kristi Davis and Board of Directors President Sam Roberts to attend the annual Outdoor Retailer (OR) Summer Market. The OR Summer Market is an exhibition and conference for

outdoor industry businesses and retailers—the companies who design and make everything from your backpack, hiking boots, tent, and sleeping bag to that superlight backcountry stove, trekking poles, and the fabric that went into your waterproof jacket, warm fuzzy fleece and yoga pants. The primary function of the show is for outdoor product manufacturers (think The North Face, Osprey, Patagonia) to meet with and place orders for the fabrics and materials that go into their products. At the same time retailers like REI, Nordstrom, and your favorite local outdoor store meet with and place orders for their fall merchandise with the manufacturers.

But the show is more than just a sales convention. It's a gathering of individuals who have made the outdoor industry the powerhouse that it is today, and those who love the outdoors and the gear that gets them there. Legendary climbers and alpinists with a lot of "firsts" on their resumes wandered the Salt Palace Convention Center, mingling with designers, sales folks, and CEOs. The show is the visual outdoor gear equivalent of Disneyland. Everywhere you looked, there were new products and gadgets designed to make trekking into the backcountry or taking a walk in your local park an even better experience—warmer sleeping bags, lighter boots, smarter GPS devices, tastier dehydrated food, and more fashionable athletic shoes.

Thanks in big part to the work of the Conservation Alliance, there was also an underlying theme of environmental awareness and conservation. The Conservation Alliance is committed to engaging businesses that fund and partner with organizations to protect wild places for their habitat and recreation values. Their work is paying off as outdoor clothing and gear companies are getting involved and giving back by donating money, resources, and gear to conservation organizations. More than ever, there seems to be a deep understanding that protecting wild lands is important for the continued economic vitality of the outdoor industry. As wilderness advocates have long noted, designated wilderness means there will be intact, wild, and beautiful places for people to camp, hike, bird watch, photograph, hunt, fish, trail run, and participate in a variety of other outdoor activities. Besides being incredibly fun, these activities all have one thing in common—they usually require the participants to use outdoor clothing, equipment, and gear. And these products add up. In a 2006 report, the Outdoor Industry Association, the premier trade association for companies in the active outdoor recreation business, found California's outdoor recreation economy is worth \$46 billion annually.

This data is not lost on outdoor companies. In a recent letter to Senator Feinstein, sixteen California-based outdoor industry companies stated:

*"We strongly support S.2921, the California Desert Protection Act (CDPA) of 2010 and are very grateful that you have introduced this historic measure. Like your landmark CDPA of 1994, S. 2921 will make huge strides in protecting the irreplaceable scenic, ecological and recreational values that make the California desert such a special place. As people who earn much of our livelihoods from recreation on America's public lands, we applaud your proposals . . . It is an investment in our economic future."*

As a newcomer to the show I was especially inspired to meet the staff of the outdoor companies. I learned that many of them share a deep commitment to conservation and that they were eager and willing to demonstrate this commitment by putting their money where their mouth is. Not only that, but many of them got into the outdoor industry the same way that I got into conservation work—by having some incredible backcountry wilderness experiences. It was fun to swap stories and tales of adventure.

Our CWC team spent three days in a whirlwind of meetings. We valiantly walked the rows upon rows of exhibitor booths until our feet were sore and even the free beer could not revive us. All in all, we met with over fifty companies to talk about our conservation work in California and to discuss possible partnerships between the CWC and the outdoor industry. Many of the companies are members of the Conservation Alliance and we also had the pleasure of thanking their staff in person for their continued support of conservation initiatives. Some of the companies had never heard of the CWC and we were able to share our mission, goals, and vision for California's wild places. The response we received was overwhelmingly positive. Companies agreed to sign on to letters of support for current wilderness efforts, to partner on outings, and to make donations to CWC's annual fund raiser. As one company representative told me, "It's never been just about the clothes."

And the Wasatch Wobble 5K Trail Run? Sure there were some winners, but it finished pretty much the way it started—a group of outdoor enthusiasts enjoying a rugged run in some darn pretty mountains. Oh, and did I mention that many of these racers had some exceptionally cutting-edge trail running gear?

## Save the Date

# November 12, 2010, 6pm

Please join the CWC at the David Brower Center for our annual fundraiser. We will celebrate and honor the donors, activists, and volunteers who are crucial to keeping California wild.

In addition to the usual fun and festivities, this year's event features live and silent auctions of donated art, travel getaways, and outdoor gear.

We will also be presenting the Philip Burton Award to Conrad Anker, a world class alpinist and an important member of the conservation community.



Hosted by the California Wilderness Coalition at the David Brower Center, 2150 Allston Way, Berkeley, CA.

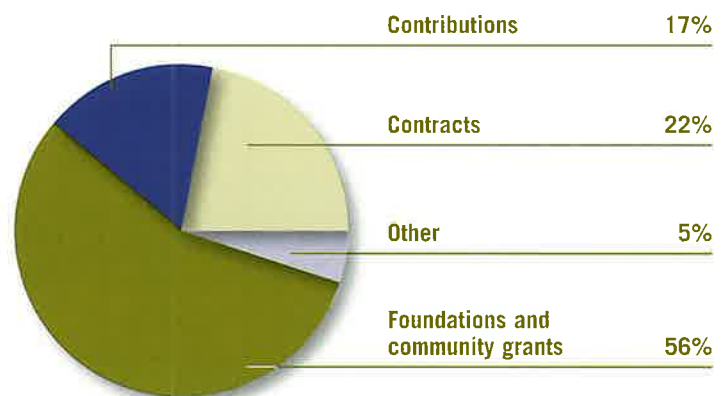
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# ANNUAL REPORT

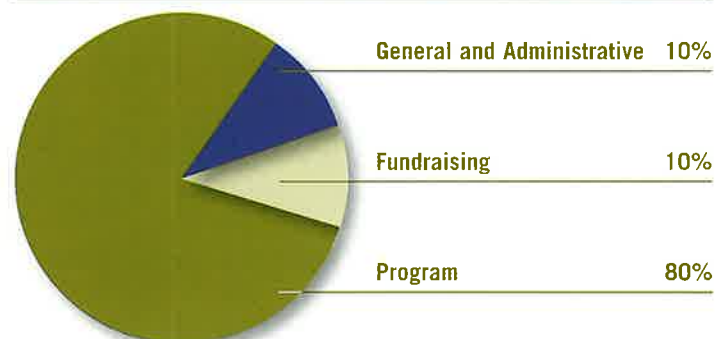
## CWC's RECENT ACCOMPLISHMENTS

- In December 2009, galvanized a record number of supporters, which led to the introduction of the California Desert Protection Act of 2010 (S. 2921), which will protect nearly two million acres of beautiful and threatened desert.
- Lead the effort to introduce the Beauty Mountain and Aqua Tibia Wilderness Act of 2009 (HR 4304), which will add over 7,796 acres to the existing Aqua Tibia Wilderness and expand the Beauty Mountain Wilderness by an additional 13,635 acres.
- Worked with the U.S. Forest Service to organize volunteer stewardship and restoration projects at Yuki, Sanhedrin, and Snow Mountain Wilderness Areas in the Mendocino National Forest.
- CWC worked with coalition partners to draft wilderness and wild and scenic river legislation to protect portions of the San Gabriel Mountains. To support this legislation, CWC met with stakeholders to obtain local support, and drafted forest-wide maps of our proposals.
- Sponsored the 2010 Western Wilderness Conference in coalition with organizations from all thirteen western states. With over 550 people in attendance, 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. The conference presented a timely forum for wilderness activists to discuss innovative new campaign strategies and reach out to new allies.
- The CWC's Senior Conservation Director Ryan Henson was one of 600 leaders representing conservation, farming, tribal, health, education, ranching, sporting, recreation, forestry, private industry, local government and academic interests from all 53 states and territories invited by Administration officials to attend the White House Conference on America's Great Outdoors (AGO) on April 15-16, 2010 in Washington, D.C. At this event, President Obama signed a memorandum establishing the America's Great Outdoors Initiative. Since Ryan's trip to D.C., CWC has participated in three California AGO events (please see article on page 4).

### 2010 INCOME



### 2010 EXPENSES



## STATEMENT OF ACTIVITIES JUNE 30, 2010\*

### SUPPORT AND REVENUE

Contributions	\$	131,572
Foundations and Community Grants	\$	433,265
Contracts	\$	167,600
Interest Income	\$	506
Other	\$	34,489
<b>Total Support and Revenue</b>	<b>\$</b>	<b>767,432</b>

### EXPENSES

Program Services	\$	735,745
General and Administrative	\$	88,177
Fundraising	\$	95,370
<b>Total Expenses</b>	<b>\$</b>	<b>919,292</b>
Change in Net Assets	\$	(357,676)
Net Assets, beginning of year	\$	495,605
<b>Net Assets, end of year</b>	<b>\$</b>	<b>137,929</b>

## BALANCE SHEETS JUNE 30, 2010\*

### ASSETS

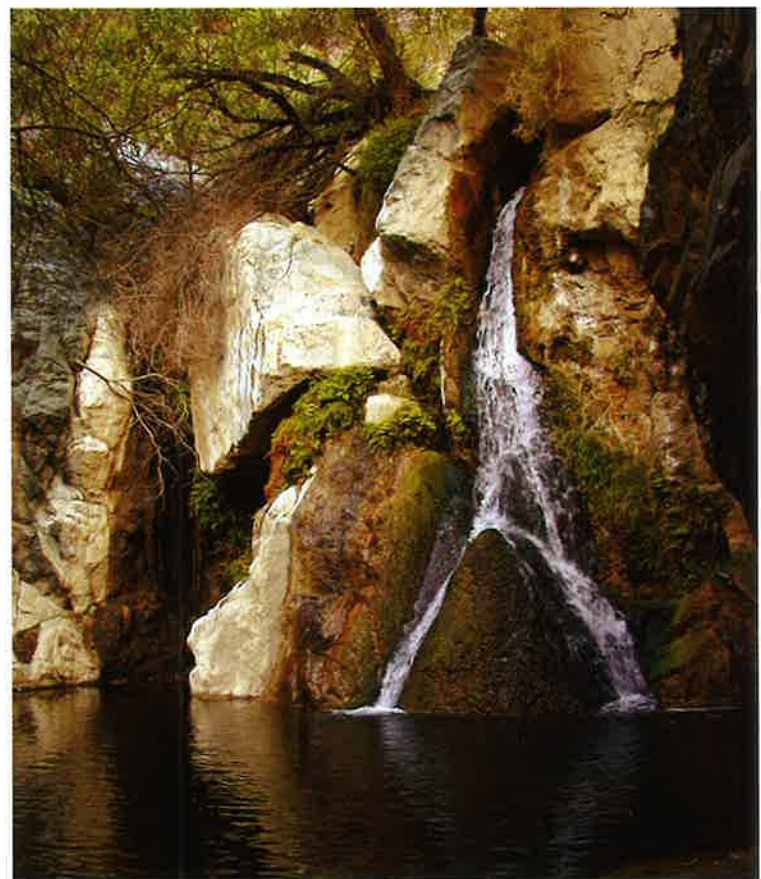
Cash and Equivalents	\$	82,690
Receivables	\$	73,333
Property and Equipment	\$	3,287
Other Assets	\$	426
<b>Total Assets</b>	<b>\$</b>	<b>159,736</b>

### LIABILITIES

Accounts Payable	\$	21,807
<b>Total Liabilities</b>	<b>\$</b>	<b>21,807</b>

### NET ASSETS

Unrestricted	\$	24,439
Temporarily Restricted	\$	113,490
<b>Total net Assets</b>	<b>\$</b>	<b>137,929</b>
<b>Total Liabilities and Net Assets</b>	<b>\$</b>	<b>159,736</b>



\*The 2010 figures reflect unaudited financials.

# California Wilderness Coalition wishes to thank our donors of \$100 and higher, and all of our donors whose support is critical to our success.

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## The Pinnacles Point

Ryan Henson, Senior Conservation Director

**T**he land in San Benito and Monterey counties that is now part of Pinnacles National Monument was formed more than 20 million years ago when lava poured from the San Andreas Rift Zone and congealed into a mountain. Eons of erosion slowly reduced the mountain to a series of crags, caves, spires, cliffs and other dramatic features. At the same time faults slowly moved the mountain 195 miles from Los Angeles County north to its current location in the Gabilan Mountains east of the Salinas Valley.

This rugged landscape is now draped in chaparral, oak woodlands, grasslands, and other plants adapted to its temperate winters and blazing hot summers. Mountain lions, bobcats, coyotes, grey fox, Columbian black-tail deer and a plethora of other wildlife live in the area. One of the most important and iconic species in Pinnacles is the endangered California condor, which is well suited to nesting in the region's cliffs and ledges. The Pinnacles is a National Park Service condor release site, which is a program working to bolster the raptor's recovery in the wild. In March of this year conservationists and scientists were thrilled to learn that the first condor chick in a hundred years was born in Pinnacles.

Representative Sam Farr (D-Salinas) and Senator Barbara Boxer (D-California) have both introduced bills (H.R.3444 and S.3744 respectively) to redesignate Pinnacles National Monument as Pinnacles National Park. The "Pinnacles National Park Act" also proposes to enlarge the land protected as wilderness in Pinnacles by 2,905 acres, and to rename Pinnacles Wilderness

as the Hain Wilderness in honor of Schuyler Hain, a homesteader who inspired the effort to establish the Pinnacles National Monument by convincing Roosevelt to protect the area in 1908.

People like Schuyler Hain, Representative Farr, and Senator Boxer are part of a long line of conservationists working to protect Pinnacles. Unlike wilderness areas or national parks, U.S. presidents have the authority to designate national monuments under the Antiquities Act. Fortunately, American presidents have not been stingy in exercising this prerogative when it comes to Pinnacles: the monument was expanded in 1923 by President Harding; in 1924 by President Coolidge; in 1931 by President Hoover; and in 1933 by President Franklin D Roosevelt. President Roosevelt expanded Pinnacles again on December 5, 1941—a mere two days before the attack on Pearl Harbor. In 1976, Congress set aside 12,952 acres of the monument as wilderness, and in 2000 President Clinton expanded the monument once again. Representative Farr and Senator Boxer teamed up to expand Pinnacles Wilderness by 2,715 acres in 2002.

The efforts to expand and protect Pinnacles are critically important given the urbanization in the region and the monument's irreplaceable natural and cultural values. Gordon Johnson of the California Wilderness Project, the architect of both the 2002 and the current proposals to expand the Pinnacles Wilderness says that "Pinnacles is a unique and remarkable island of wildness in an area of increasing growth. It's the crown jewel of California's Gabilan Range."

Please take a moment to thank Senator Boxer and Representative Farr for introducing the Pinnacles National Park Act. You can contact them through their websites at <http://boxer.senate.gov/> or at <http://www.farr.house.gov/>



# Wilderness Heroes: The Changing Face of Outdoor Recreation

Daniel McGlynn, Communications Associate

The next several issues of the *Wilderness Record* will feature profiles of people doing unique and interesting work that is important to California's wilderness legacy. This is the first in the series and actually tells the story of two people and one amazing project.

Chelsea Griffie grew up in suburban Chicago. As a kid she craved mountains and wanted to get outdoors and go camping "but my family wasn't into it," she says. She kept talking about it anyway. When she was sixteen a couple of friends finally took her on a trip—to a KOA campground in rural Illinois. It wasn't quite what she had in mind. In her twenties, by this time living in California, Chelsea took a solo motorcycle trip around the state. She camped, she says, "without sleeping pad because I thought sleeping pads were for wimps."

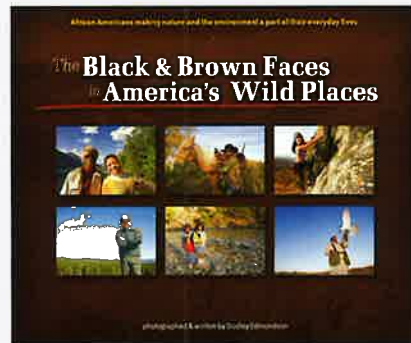
Soon after her one-woman loop around California, Chelsea started rock climbing. She lived in Yosemite for a while and is the only African American woman to have climbed both Half Dome and El Capitan. She's climbed all over the world, but says, "Yosemite is my favorite—probably because it's the most familiar. It was my backyard for a while."

Now Chelsea works as the program director for Bay Area Wilderness Training where she helps train adults to take kids on backcountry trips. Besides developing outdoor skills, the organization also maintains a gear library, "Because gear is an important part of making the trip happen." Chelsea advises them, among other things, to carry sleeping pads.

"There's a huge disconnect between kids and the outdoors," she says, "we can talk all we want but we also have to do something."

Chelsea takes her action beyond just her work. On her time off she leads trips through the Sierra for groups of women of color. She says she likes to use her experiences to open the door for other people. "I want to make people feel more comfortable," she says, "There are so many real and perceived barriers to getting out there. Sometimes it's just knowledge and experience."

A couple of years ago Chelsea was profiled for a book called *Black and Brown Faces in America's Wild Places*.



During the project, the author, Dudley Edmondson, asked the same questions of different people of color about how and why they interact with the landscape.

Dudley is a professional nature photographer and he was inspired to write the book he says because "I took note that in many of the places I was visiting I didn't see a lot of people who looked like me, so I took a break from photography to get to the root of what the issue is."

From the lack of outdoor role models to the reverb of exclusionary practices on some public lands, Dudley found out there are a lot of complicated reasons why he wasn't seeing diversity in the backcountry.

Now he spends time "trying to promote the outdoor lifestyle in communities of color," he says, "and getting people to buy into the fact that there's still work to be done."

He acknowledges that balancing the demographics of outdoor recreation is an uphill battle that won't be solved in a few years. But, he's in it for the long haul. The best place to start? "You have to reach people where they live," he says "and then graduate to national parks and wilderness areas." Once people care about clean water and clean air, then making the case for the preservation of wild landscapes logically follows.



Author Dudley Edmondson

# 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 invites 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](mailto: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*.

## Refer-A-Friend

Barbara Daugherty, a member of CWC's Board of Directors wins this quarter's Refer-A-Friend contest.

## 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 increase our base of support. Please consider renewing your membership of \$35, \$50, \$100, or use this opportunity to make a donation beyond the membership rates. We can't do this important work without you.

## 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 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*, a CWC tote bag, Wilderness Bookmark, Wilderness map, and special invitations to wilderness events. You can sign up to be a monthly member at [www.calwild.org](http://www.calwild.org) or simply fill out and mail the envelope located in the center of the *Wilderness Record*, or call us at 510-451-1450.



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