

# Best Practices for Wilderness Advocates Working with the Business Community

November 2007

This guide is a collection of advice, stories, and examples regarding how conservation organizations can best engage businesses in their campaigns. This guide is largely supported by the insights of John Sterling, Executive Director of the Conservation Alliance in his work, “How Environmental Groups Can Work Effectively With Businesses,” which served as the foundation for this document. To further illustrate his advice, we spoke with members of both the conservation and business communities to find out how they have specifically succeeded in establishing and maintaining working relationships to further the goals of wilderness campaigns. We have sprinkled this document with various tips and suggestions gathered from these conversations, and included specific success stories which we hope will provide inspiration and insight about ways your campaign can successfully engage businesses. This document is also aided by the United Forest Defense Campaign’s “A Guide to Engaging Allied Voices.” Finally, the Appendix provides a variety of documents and examples related to the topics discussed in this guide.

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If you have questions about this guide or would like additional copies, please contact Carrie Sandstedt, Field Director, Campaign for America’s Wilderness at [csandstedt@leaveitwild.org](mailto:csandstedt@leaveitwild.org).

Sincerely,  
Campaign for America’s Wilderness



# HOW ENVIRONMENTAL GROUPS CAN WORK EFFECTIVELY WITH BUSINESSES

*By John Sterling, Executive Director of The Conservation Alliance*

## INTRODUCTION

Businesses present a great, largely untapped, source of support and partnership for environmental organizations. This document is intended to provide basic information on how grassroots environmental groups can work more effectively with businesses to achieve their environmental protection goals. This guide is meant to be a primer to help groups start the process of working with businesses. As such, this basic information should be tailored to meet a group's specific needs.

## WHY WORK WITH BUSINESSES?

Businesses wield great power and influence in our society. Think of the role businesses play in our world. In addition to employing many of us, businesses determine nearly everything about our lives: the food we eat, the news we receive, the music we hear. Given the enormous role businesses play in all of our lives, it's astonishing how few companies play an active role in supporting environmental work. Businesses contribute only 4.3 percent of all financial support to nonprofit groups; less than half that of foundations (12.2 percent). Part of the problem is that most environmental groups fail to *ask* businesses for support. Groups are accustomed to writing foundation grant proposals, major donor letters, and year-end appeals, but few groups have developed a consistent program for seeking business support. They should, and here's why.

- **Businesses have money:** By definition, every business creates a product and sells that product at a profit for the benefit of its shareholders. It's important for conservation groups to diversify their funding bases. Companies, with their consistent revenue streams, represent the greatest opportunity for new support.
- **Businesses have visibility:** Largely through their efforts to sell their products (ads, catalogs, Web site), businesses are familiar to the communities they serve. A successful business builds a loyal customer base that believes in that business' products, and would be inclined to pay attention to a cause that company supports.
- **Businesses employ people:** Behind the desks are people who are likely to support environmental work. Working with a business gives a nonprofit access to a new group of potential supporters.

Some businesses, notably those in the outdoor industry, have instituted funding programs to support organizations whose conservation work is aligned with businesses' conservation ethic. For example, companies such as Patagonia and KEEN provide annually financial support to a variety of grassroots organizations working to protect wild places. Grant opportunities are a great way for nonprofits to initiate relationships with businesses.

## THE NATURE OF BUSINESS

Businesses are fundamentally different from environmental groups. One of the benefits of working for an environmental organization is that you and your colleagues go to work each day with the purpose of

“saving the Earth” or at least some small part of it. Business employees inherently bring a different purpose to their work. The purpose of a business is to sell a product or service, and to make money. Even the most progressive, socially-conscious business must tend to the bottom line. It’s important to know this when entering a relationship with a business. With few exceptions, businesses need to know “what’s in it for me” when dedicating resources to something that does not generate revenue for the business. Increasingly, however, businesses are aware that supporting good works pays off both in public relations and in customer and employee loyalty. So, in general, businesses and their leaders want to do the right thing, but it’s easier for them to do so if there is some sort of direct or indirect value.

### WHAT YOU CAN GET FROM BUSINESSES

Every business is different, and some are likely to offer more support than others. Following is a short list of the kinds of support you should consider requesting from businesses.

- **Cash:** Whether through a formal program, or on an informal basis, many businesses give money to environmental groups. Some have funding programs that operate according to specific guidelines. *Always* know those guidelines before asking for anything from such a business, and follow the guidelines when making a request. Companies that do not have funding programs may also be willing to contribute, but will likely demand more of your time and persuasion.

If you’re not requesting direct financial assistance, let the business know right away. Businesses constantly receive funding requests, and cannot accommodate all of them. It’s a similar situation to calling a constituent to request their action on an issue. Letting them know initially that you’re not looking for donations often enables the conversation to progress further. Being up front about what you’re asking for, or rather, what you’re *not* asking for, will help you get what you want.

- **Product Donations:** Every company sells a product, whether it’s a shirt, a guided trip through Grand Canyon, or auditing services. In many cases, products are the easiest form of support a company can offer, and most companies are willing to do so. Product donations also serve as free marketing for the business.
- **Non-Product In-kind Support:** Companies can offer an array of non-cash services including: donating meeting space; allowing employees to participate in environmental group activities on work time; donating graphic design services; phone banking. In-kind donations are often a great way to introduce a business to your work, and often lead to increased support on other levels.
- **Fees for Services:** Some environmental groups can offer services to businesses, and be compensated. One example is for a group to offer a “team-building” opportunity to a business through which the company pays a group to take employees on a guided trip to the area the group seeks to protect. The employees spend a weekend together in the outdoors, and end up working more effectively together when they return to the office. In the process, those company employees learn about the group, and are likely to become individual supporters.
- **Spokespeople:** Business leaders can make great spokespeople for your issues. Decision makers are used to hearing from advocacy groups about how desperately a certain place needs to be protected. But, when a business leader makes the same plea, it often carries more weight.
- **Marketing and Branding Expertise:** Most profitable companies are skilled at communicating with the public. They call it “marketing” for products, and “branding” for the company as a whole. Environmental groups can learn from companies, and adapt business communication strategies to environmental work.

## WHAT YOU CAN OFFER BUSINESSES

- **Market Advantages:** Increasingly, many businesses compete in saturated markets and are looking for ways to differentiate themselves from their competition. Supporting environmental work “adds value” to a company’s products as more and more customers consider a company’s ethics when deciding which brand to buy.
- **Employee Loyalty:** Companies are constantly looking for ways to boost employee morale. By actively supporting environmental groups, a company gives its employees a feeling that they are part of something bigger than the company’s products. Furthermore, by providing opportunities for employee involvement, environmental groups offer a unique service to the company.
- **Opportunity to Be Part of Something they Can’t Do Themselves:** Most businesses focus solely on their products, and don’t have enough time to “save the Earth”. Environmental groups give companies an easy way to participate in protection efforts without initiating and organizing them.
- **A Chance to Simply Do the Right Thing:** To paraphrase Saul Alinsky, most businesses “do the right thing for the wrong reason.” Some companies, however, sincerely want to do the right thing with the purest intentions. Environmental groups give them that opportunity. Most often, though, businesses will do the right thing when it also serves the bottom line.

## GETTING STARTED

For most groups, simply starting a relationship with a business is the greatest challenge. Overcoming that challenge requires that a group answer two questions: (1) What companies should you approach? And, (2) What element of your work should you ask the company to support?

- **What companies should I approach?**

Determining which businesses to approach is largely common sense, but highly variable. Groups should consider working with companies: (1) in which the group has a personal contact; (2) that have a vested interest in the group’s efforts succeeding; (3) that have expressed interest in the group’s issue; (4) whose products have a connection to the group’s issue; (5) that have a history of involvement in community and/or environmental issues.

It makes sense to start with sympathetic companies, but don’t rule out the others. Give companies an opportunity to participate in your work at whatever level is comfortable for them. From companies that meet any or all of the above criteria, groups might expect a greater degree of participation than from more anonymous businesses. For starters, ask the “second tier” businesses to sign a statement in support of your work, then keep them informed. Over time, work to grow their participation until they become one of your key business partners.

Types of businesses to consider approaching for environmental campaigns:

- Photography studios and artists
- Outdoor industry--sporting goods stores, outdoor stores specializing in hiking/climbing or skiing, manufacturers such as REI or Patagonia
- Small local businesses, especially long-time native business owners with good standing in the community
- Large corporations

- Doctors, dentists, others in the health field
- Accountants, financial planners
- Local tourism, recreation, hotels
- Technology, biotech, or other non-resource industries that need to attract workers by offering a high quality of life
- Coffee shops
- Health stores
- Local restaurants
- Business associations
- Mobile businesses run by entrepreneurs who have chosen to live in your community because of outdoor amenities, quality of life.

After developing a list of businesses, look for “holes.” What business have you left off your list? For example, there may be a business really worth approaching that would otherwise be considered a business traditionally in “opposition” to environmental interests.

Business owners are relatively easy to find. Walk around your neighborhood, go through the local phone book, join the Rotary Club, or contact the Chamber of Commerce or visitors bureaus (which can provide lists of businesses and which also hold events for members such as a “business night out”). You can join the visitors bureau (generally only a \$200-\$300 annual fee) or the Chamber of Commerce and get involved in the meetings and committee work. It is a great way to meet and build relationships with local businesses. Some Chambers of Commerce have resource committees.

Also, consider the background of the decision maker you are trying to influence and what businesses in his or her district hold the most sway. For example, if you are targeting a member of Congress who formerly owned a medical practice in San Clemente, California, you might try focusing your efforts on businesses in San Clemente and other medical professionals in the district. If you are organizing in Las Vegas, it would be worthwhile to investigate whether any of the top casino executives have been supportive of environmental causes.

- **What element of my group’s work should I ask them to support?**

In most cases, companies – like foundations -- want to be involved in specific campaigns, and in particular, campaigns that are easily defined and have a reasonable chance of success in a 1-3 year time period. Consistent with their entrepreneurial nature, companies need to know what to expect as a “return on investment” in a group’s work. The best campaigns for businesses are those that, if successful, allow the company to point to a river or a piece of habitat and say, “Our support helped protect that place.”

Not all business/environmental group relationships are project-specific. In some cases, companies may want to partner with a group solely to benefit from association with the organization. This is most common in “co-branding” efforts when a company engages in a partnership with a group to gain access to that group’s constituency for marketing purposes. Many grassroots environmental groups are too small and their constituency too local to participate in this kind of partnership. But, co-branding represents one situation in which an environmental group might try to start a relationship by “selling” the organization rather than a specific campaign.

Above all, start your business outreach with a coherent strategy. Think about what you want from business relationships, and what resources you're willing to spend to secure those relationships. Nurture the relationships, and keep the businesses engaged. And if your work succeeds, include the businesses in the celebration.

### **Target Your Requests**

Have graduated levels of "asks." Give people the option to commit at different levels. They can decide for themselves what they have the interest, time, or resources to undertake. For example, the first time you meet someone, don't ask them to go to D.C. to lobby your issue. You might ask them to sign a group letter, attend a meeting, or participate in an event as a member of the audience. Only much later would you ask them to participate in an event as a speaker or ask for something that requires more involvement, more time, or public exposure.

You need to be prepared to suggest graduated levels of engagement, from items that only take a minute or two to ones that require much deeper involvement. Generally, the newer your relationship, the easier the "ask" should be. Steps you and your allied voices partners can pursue together include the following:

- Add name to a joint sign-on letter.
- Send an individual letter.
- Circulate a sign-on letter to others.
- Submit comments to agencies.
- Make a phone call to the policy maker's local office or headquarters.
- Invite a key policy maker to speak at a meeting of the organization (e.g., a legislator speaking at a biology professors' luncheon at a local university or at a hunter/angler meeting).
- Send a letter requesting a meeting with a policy maker.
- Attend a meeting with a policy maker in a local office or headquarters. (Note: When possible, it's better to have local meetings so the participants don't need to travel far.)
- Attend town meetings or similar gatherings arranged by policy makers.
- Attend and speak at forums such as hearings.
- Lobby at the state capitol or participate in D.C. lobby weeks.
- Give quotes for state or local news articles.
- Write a letter to the editor or opinion piece for the state or local newspaper.
- Appear on TV news.
- Speak on radio talk shows or have radio interviews.
- Pass a resolution in favor of or in opposition to an issue.

Also, be flexible and open-minded. If possible and appropriate, ask people how **THEY** want to participate. Don't automatically give them a stock answer or "ask." Present your goal and let them help you in their own way. Don't be too attached to doing it your way.

Check out the endorsement forms included in the Appendix. The West Virginia Wilderness Coalition's campaign is a prime example of engaging businesses in numerous ways. The WWC engages business supporters in nearly every activity listed above! Along with the online form, the Coalition mails to potential endorsers letters that outline the various options for involvement. Putting the choice in the hands of the businesses increases their comfort levels for participation in the campaign and nurtures a relationship.





## **TIPS FOR SECURING AND MAINTAINING A SUCCESSFUL RELATIONSHIP WITH A BUSINESS**

- **Think Relationship:** Most businesses like to engage in long-term relationships, and their commitment will grow as the relationship evolves. As with any relationship, don't overwhelm the business right away. Give them time to ease into your work. It will likely take 2-3 years for the relationship to flourish. Be persistent, but not an annoyance.

### **Give Them Time and They Will More Likely Give Back**

The representatives of the business community who were consulted for this guide unanimously emphasized the need for non-profit groups to understand businesses' budget cycles and busy schedules in order to establish and maintain healthy relationships.

Keep in mind that businesses forecast and finalize their annual budgets nearly a year in advance. If you approach a business with a funding request that you need fulfilled in the near future, you'll most likely get turned down because such funding hadn't been accounted for in the business's already-finalized budget. Anticipate your needs and approach businesses with requests well in advance of your deadlines.

Also, keep in mind that businesspeople are busy people and their primary focus is making a profit. When you reach out to businesses for support, be patient as well as persistent – but don't be a pest! Be sure to follow-up on your initial phone call or email to ensure that your ask doesn't get lost in the shuffle. However, harassing a business every day with phone calls won't shift the business's focus from its own goals to the goals of your organization. If anything it will do just the opposite.

- **Start Small, Then Build:** At first, don't ask for much from the business. Request a meeting, learn more about the company, and tell them about your work. Then ask for something small: a product donation, or the opportunity to give a slide presentation to employees. Gradually work up to larger requests. People and businesses crave consistency. If they've said yes to you once, it's difficult to say no further down the road.
- **Get Employees Involved:** It's a lot easier for a business leader to say no to you than it is to say no to one of his/her work colleagues. If you can get company employees bought into your issues, then they become internal lobbyists on your behalf. Make a slide presentation, plan a work day, host an event that engages employees. Once you have staff hooked, keep in touch with them via email or other communication tools. In most cases, company management will appreciate your efforts, and be more likely to continue to support your work if you successfully integrate employees in a way that builds company morale. Also, many companies match employee contributions to nonprofit groups. Learn all you can about these employer match programs, and remind employees of this easy way to support your work.
- **Make Sure the Business Has a Good First Experience:** Be very thoughtful about the first thing you ask a business to do on your behalf. Make sure they know about any possible downsides to supporting your work. If the effort goes smoothly, make sure they get the credit they deserve. Thank them, and if possible, have others thank them.

### **K.I.S.S. - Keep It Simple for Supporters**

Again, echoing throughout the business community is a resounding message that businesspeople are busy people. To best facilitate their voluntary support of your campaign, make things as simple and easy as possible for them.

When the Oregon Natural Desert Association canvassed local businesses to grow support for its campaign, they provided potential supporters with informational packets containing just a few fact sheets about the campaign, its supporters, and ways to get involved. In a few pages, a thorough yet concise

message can be communicated. At the same time, it's not too much information to overwhelm an already-busy businessperson.

The West Virginia Wilderness Coalition mails their campaign poster to potential and active business supporters. Getting their materials directly in the hands of businesses facilitates business support by making it simple for the businesses to publicize the campaign if they so choose.

Birdie Stabel with Friends of the Tumasacori Highlands suggests that organizers have their laptops on hand when they meet with business representatives. If your goal is to get a signed letter of support from the business, you can get it done on the spot!

Many organizations provide online resources for businesses to enroll as campaign supporters. With just a few clicks of the mouse, your campaign can gain valuable supporters in the business community. Examples of online and other enrollment forms are included in the Appendix section.

- **Talk to the Right Person:** Many companies have an environmental or community relations point person. Some merely have an employee who gravitates to environmental advocacy. Regardless, find the right person, and initiate your conversation with that person.
- **Learn All You Can About the Business:** Before meeting with a business representative, become familiar with the company. Study its website and catalogs; anything you can find. Know the company's history and heritage; look for common ground and be aware of potential conflicts with your work. Remember, it's a relationship.
- **Don't Leave a Business "Out to Dry":** If a company sticks out its neck on your behalf, support them. This sounds obvious, but some environmental groups take what they can get from companies, then abandon them. The best environmental group/business relationships are those in which both stand to benefit, and each treats the other with respect.
- **Think Like a Marketer:** Without compromising the integrity of your advocacy efforts, think about how the business can benefit in the market by working with your group. Assume every business leader is thinking, at least on some level, "What's in it for me?" Similarly, be clear and focused when presenting your work to a company. What one message do you want the company to understand about your work? You'll have the opportunity to tell them more over time, but stay focused at first.
- **Consider Your "Competition":** Unlike many foundations, which have specific areas of interest, businesses receive requests from a wide range of causes: homeless shelters, local arts programs, youth programs, charity golf tournaments. When presenting your program to a business, be aware that you need to be not only the most compelling environmental issue, but the most compelling issue *period*.
- **Tell Them Why it Matters to Them:** Why does your issue matter to the company? Some connections are obvious: your group is working to protect a fly fishing stream, and you are asking a fishing gear manufacturer for support. Others are not so clear. Regardless, make whatever connection you can to the company's self-interest, no matter how tenuous. (See pg. #, Wilderness Is Good For Business)

### **Call of the Wild - Wilderness Calling Card Project**

The Washington Wilderness Coalition conceived of a great outreach tool to communicate to business owners just how much wilderness users contribute to their profits. The idea is to create cards – like calling cards or business cards – and distribute them to wilderness users. The "card-carrying" patron would leave a card when they pay. These cards would include a brief message communicating the relationship between their use of the local wilderness areas to their patronage of the business. A word of caution: There are two factors that can present barriers to the success of a program such as this – the

capacity of your organization and the number of people participating in the program. If your organization lacks the capacity to establish widespread participation or if there's simply minimal participation, you may end up leaving the wrong message with businesses.

- **Leverage Business Support:** In certain cases, “peer pressure” works well. It may be effective for you to seek support from several companies in the same industry. First target the leaders; the companies with which others want to be associated. Then go to the others with the pitch that “X, Y, and Z companies are supporting us, and we plan to publicly acknowledge that support. Would you like to join them?” Few companies want to be left out of a winning proposition. In these situations, be careful not to appear manipulative.

You may be able to find an “inside champion” – a business leader who is well-respected and/or powerful in the local business community — and have him or her be your voice and make requests to other businesses. As with the other constituencies, an “ask” by a colleague is superior to one from an outsider. The inside champion can help you make contacts. See “The Insider” on page 14.

If possible, get the Chamber of Commerce to endorse your campaign. But keep in mind that in order to garner this support a resolution must be passed by the Chamber and the outcome of the vote – whether for or against your campaign – will be made public. A public statement against the campaign will be more harmful than simply not having the support. So you should be confident the resolution will pass if you attempt to gain the support of a Chamber of Commerce.

- **Don't Be Surprised When a Company's Priorities Change:** Personnel changes, sales fluctuations, and ownership changes can all abruptly change your relationship with a company. One day your primary advocate at a company leaves, or their donations budget gets slashed because sales have dropped. Don't be surprised or deterred, and don't whine. Find out who to contact next, and ask politely how to proceed in the future.
- **ALWAYS Thank Them Publicly:** Companies love the kudos they receive from environmental groups. It's like free advertising, but it's much more meaningful and credible. If possible, acknowledge the support of a business when a company representative (the higher ranking the better) is surrounded by your members or other supporters: an annual fundraising event, retreat, or other special event.

### **SUPPORT THE COMPANIES THAT SUPPORT YOU!**

If a company supports your work, buy their products (if indeed you need the products they make). Don't assume that an environmentally conscious business will always be around. In many cases, these companies put themselves at risk by taking public stands on controversial issues. One of the best ways to support these businesses is to buy their products. One anecdote. Patagonia once made a line of organic cotton t-shirt blanks, and offered those shirts to environmental groups at a reduced rate, which was still slightly more expensive than the average shirt – made with cotton grown using enormous amounts of chemical pesticides, fertilizers, and defoliants - offered by the mainstream t-shirt manufacturers. I was astonished by how many Patagonia grant recipients chose to save a few pennies by making t-shirts from conventional cotton blanks, rather than purchase an environmentally superior product from one of their key supporters. There are too few environmentally conscious companies out there, and each environmental group's work will be easier if these companies thrive and other companies adopt their practices.

Check out the Appendix, to see how some campaigns have expressed appreciation and supported their business supporters.

## CONCLUSION

Environmental groups and businesses both stand to gain from working together. But in many cases, and for both parties, these relationships travel uncharted waters with strange bedfellows. Done right, though, environmental groups can build strong allies in companies whose voices carry weight in public debates increasingly – and unfortunately - dominated by corporate interests. It takes time and savvy to build these relationships. In the process, environmental groups may not only gain key supporters, but also slowly and incrementally transform the nature of business.

*John Sterling is Executive Director of The Conservation Alliance, a group of 135 outdoor industry companies that support conservation efforts. Prior to his current role, he was Director of Environmental Programs at Patagonia, Inc., where he helped implement the company's wide range of services to grassroots environmental organizations. For more information on the principles presented in this paper, contact:*

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# SUCCESS STORIES

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## THE ALASKA WILDERNESS LEAGUE PARTNERS WITH PATAGONIA®

In 2001, the Alaska Wilderness League applied for and received a grant from Patagonia®, through the company's Environmental Grants Program. Grants are provided through this program on an annual basis and the Alaska Wilderness League (AWL) has continued to receive grants annually over the past several years. Ilysia Shattuck, with Patagonia®, explained that AWL is an attractive organization to support because the organization has on-the-ground strategic grassroots organizers working toward a measurable goal.

- Consistent with their entrepreneurial nature, companies need to know what to expect as a “return on investment” in a group's work. The best campaigns for businesses are those that, if successful, allow the company to point to a river or a piece of habitat and say, “Our support helped protect that place.

As drilling threats to the Arctic National Wildlife Refuge escalated in recent years, AWL requested increased campaign support from Patagonia®. Patagonia® sent email action alerts to its customers, providing AWL with access to a much larger activist population/base.

- **Market Advantages:** Increasingly, many businesses compete in saturated markets and are looking for ways to differentiate themselves from their competition. Supporting environmental work “adds value” to a company's products as more and more customers consider a company's ethics when deciding which brand to buy.

The Alaska Wilderness League also invited Patagonia® to participate in AWL's Lobby Days in Washington, DC. Representatives from Patagonia® met with Congressional offices and spoke on the value of the Arctic Refuge from a business perspective. Shattuck remarked that AWL has maintained a healthy relationship with the company by presenting Patagonia® with opportunities instead of one-sided requests.

- **Don't Leave a Business “Out to Dry”:** If a company sticks out its neck on your behalf, support them. This sounds obvious, but some environmental groups take what they can get from companies, and then abandon them. The best environmental group/business relationships are those in which both stand to benefit, and each treats the other with respect.

Additionally, AWL annually attends the Outdoor Retailers Trade Show in Salt Lake City. Take caution that this tactic may not be applicable or beneficial for all conservation organizations – particularly smaller ones. The trade show is a massive and costly event; businesses and organizations arrive with specific agendas and full schedules. A smaller non-profit trying to get on the radar with potential business partners might just get lost in the hustle and bustle, but for an organization like AWL, which has already established a strong partnership with Patagonia®, the trade show offers a convenient opportunity to meet face-to-face and maintain a consistent presence with the company.

- **Start Small, Then Build:** At first, don't ask for much from the business. Request a meeting, learn more about the company, and tell them about your work. Then ask for something small: a product donation, or the opportunity to give a slide presentation to employees. Gradually work up to larger requests. People and businesses crave consistency. If they've said yes to you once, it's difficult to say no further down the road.

Today, the work of the Alaska Wilderness League is featured through Patagonia's<sup>®</sup> 2007 Company Campaign which is focused on the protection of the Arctic National Wildlife Refuge. Walk into any Patagonia<sup>®</sup> store or visit their website and you'll find informational materials about AWL and the ongoing efforts to protect wild lands in Alaska. AWL couldn't pay for this kind of advertising – and the point is they don't have to!

AWL is a textbook example of how to establish a consistent presence and maintain a successful long-term relationship with a business partner. Always keep in mind that a business's priorities will differ from your organization's, but you can find common ground that benefits both parties – and, of course, the environment!



## BUSINESSPEOPLE ARE PEOPLE, TOO!

In 2004 the Washington Wilderness Coalition initiated outreach efforts to potential business endorsers for the Wild Sky Wilderness Campaign. The Coalition initially researched and targeted natural allies such as B&Bs, restaurants along the Interstate that leads to the proposed wilderness areas, and outdoor gear and guide shops. The Coalition obtained 32 endorsements through this preliminary approach and worked with the businesses to draft and send letters of support to their Congressional representatives.

The Coalition then shifted gears to grow their business support by targeting local businesses in the rural Skykomish River Valley, where the county's total population is about 40,000 and is comprised mainly of many small towns. Many of the local businesses are quite small and operate with limited technology – sometimes lacking email or fax machines - making in-person outreach a necessity. To the extent possible, the Coalition “researched” potential business targets by getting input from local citizen whom the Coalition knew. This inside knowledge helped to inform the outreach staff about businesses that would be likely supporters and businesses that would clearly *not* be supportive.

The Coalition strategically enlisted their canvass director to target these smaller local businesses. She began her outreach armed with the list of the campaign's 32 established business supporters in order to leverage additional support. More importantly, though, was the fact that the canvass director possessed a valuable skill set that enabled her to increase the campaign's business endorsers from 32 to 170!

Particularly in the case of these Skykomish Valley rural small businesses, owners tended to identify themselves more as citizens than businesses, so establishing relationships was about making personal connections. In certain cases, the canvass director, who possessed impeccable listening and people skills, could spend twenty minutes conversing with a potential business supporter before ever broaching the subject of the campaign and the Coalition's ask. Instead, the canvass director patiently and attentively conversed with business owners to get an idea about where they were coming from.

- **Learn All You Can About the Business:** Before meeting with a business representative, become familiar with the company. Study its website and catalogs; anything you can find. Know the company's history and heritage; look for common ground and be aware of potential conflicts with your work. Remember, it's a relationship.

Additionally, the canvass director hailed from a rural background. Her familiarity with small towns helped her to anticipate and understand how to best communicate with rural small business owners. Relationships are key and establishing a lasting impression with a business owner will often do more good than inundating them with facts and figures about the economics of wilderness. By establishing personal relationships with business supporters, the campaign not only gained business endorsements but also citizen advocates.

## **THE INSIDER: BUSINESSWOMAN BIRDIE STABEL**

You may be able to find an “inside champion” – a business leader who is well-respected and/or powerful in the local business community — and have them be your voice and make requests to other businesses. As with the other constituencies, an “ask” by a colleague is superior to one from an outsider. The inside champion can help you make contacts.

When Birdie Stabel began providing her voluntary support for the business outreach efforts of the Friends of the Tumacacori Highlands, she was newly-retired with time on her hands and nearly 20 years of experience as a local businesswoman in Tubac, AZ. She was well-known and highly respected among citizens and businesses in Tubac, which gave her a leg up on her outreach efforts. She suspects that an outsider would not have had nearly the same success. Birdie utilized her reputation and connections within the business community to leverage campaign support from dozens of local businesses.

Coincidentally, and conveniently (for the campaign), Birdie had recently donated a kidney to a friend. And so, she was not only known for her stellar reputation in the business community but she was also highly-respected as a compassionate and contributing citizen in the community. This aspect again (see *Businesspeople are People, Too!* pg. 13) highlights the importance of establishing and maintaining personal relationships with your supporters, including businesses.

Birdie’s advice is to be realistic about the amount of support businesses are willing to provide. Many businesses will be more than happy to be passive supporters, signing on as endorsers of the campaign or signing on to letters of support to Congressional representatives. However, businesses will often be simply too busy to provide additional support. Occasionally, an organization will be fortunate enough to have a business supporter willing to go the whole nine yards in support of the campaign. Examples of such tremendous support are Patagonia’s© support of the Alaska Wilderness League (pg. 12) and the White Grass Ski Touring Center’s relationship with the West Virginia Wilderness Coalition (pg. 17).

## WILDERNESS IS GOOD FOR BUSINESS

Even the most progressive, socially-conscious businesses must tend to the bottom line. It's important to know this when entering a relationship with a business. With few exceptions, businesses need to know "what's in it for me" when dedicating resources to something that does not generate direct revenue for the business. Increasingly, however, businesses are aware that supporting good works pays off both in public relations and in customer and employee loyalty. So, in general, businesses and their leaders want to do the right thing, but it's easier for them to do so if there is some sort of direct or indirect value.

**Tell Them Why it Matters to *Them*:** Why does your issue matter to the company? Some connections are obvious: your group is working to protect a fly fishing stream, and you are asking a fishing gear manufacturer for support. Others are not so clear. Regardless, make whatever connection you can to the company's self-interest, no matter how tenuous.

Economic reports published in recent years have made the task of answering the question "Why does protection of public lands matter to my company?" much easier. What are these reports saying? Wilderness is good for business. Period. Outside Magazine highlighted this trend in an article published in 2005: [http://outside.away.com/outside/features/200503/money-and-the-environment\\_1.html](http://outside.away.com/outside/features/200503/money-and-the-environment_1.html)

Also:

- The Wilderness Society has published several reports illustrating the economic value of preserving wilderness. These reports can be found on their website: <http://www.wilderness.org/Library/index.cfm>.
- The Friends of Allegheny Wilderness in Pennsylvania recently worked with Spencer Phillips, economist for The Wilderness Society, to publish a document that addresses the economic value of wilderness in the Allegheny National Forest. A copy of the report is available on their site: [http://www.pawild.org/pdfs/ANF\\_wilderness\\_economics.pdf](http://www.pawild.org/pdfs/ANF_wilderness_economics.pdf).
- The Oregon Natural Desert Association (ONDA) recently commissioned a report by Headwaters Economics entitled, "The Potential Economic Impacts of Badlands Wilderness" which outlines how wilderness designation in Central Oregon will positively affect the economy of the region. Check out the report here: <http://www.onda.org/defending-desert-wilderness/badlands-proposed-wilderness/news-and-media/badlandsreport.pdf>
- The Outdoor Industry Foundation, established by the Outdoor Industry Association, is another great resource for information regarding the economic impact and influence related to outdoor recreation. <http://www.outdoorindustryfoundation.org/about.what.html>

Reports such as these are a great tool for increasing business support for Citizen's Wilderness Proposals because it illustrates to businesses why wilderness protection is in their best interests. Additional arguments and information about the economics of wilderness can be found in the Appendix.

## SUPPORT YOUR SUPPORTERS

- **Don't Leave a Business "Out to Dry":** If a company sticks out its neck on your behalf, support them. This sounds obvious, but some environmental groups take what they can get from companies, then abandon them. The best environmental group/business relationships are those in which both stand to benefit, and each treats the other with respect.

Wilderness campaigns are often controversial matters as various interest groups vie to protect their interests and access to public lands and their resources. It's important to acknowledge and deal with these potential controversies as you engage businesses, or any group for that matter, as endorsers for your campaign.

The Oregon Natural Desert Association came up against some opposition regarding their proposed wilderness designation for the Badlands area. Those opposed to the wilderness campaign began putting pressure on ONDA's business supporters, going as far as leveraging threats of boycotts against the businesses. Some businesses removed their names from the list of endorsers. As ONDA began to receive the news that businesses wanted to remove their endorsement from the campaign, the organization quickly shifted into damage-control mode. ONDA sent letters to their business supporters encouraging their continued support for the campaign. In order to support their argument for why businesses should stay on board, ONDA armed their endorsers with helpful facts – such as the statistic that 69% of the community had expressed support for the campaign. This valuable statistic helped to remind ONDA's business supporters exactly "what was in it for them" by supporting the wilderness campaign. It powerfully communicated that a vast majority of community members, i.e. businesses' customers, were in support of protecting the Badlands and only a small vocal minority were behind the boycott threats. ONDA successfully retained the vast majority of their business supporters through their "damage control" efforts.

The local business endorsers for the Southern Utah Wilderness Alliance (SUWA) also faced boycott threats after a newspaper advertisement publicized a list of SUWA's 120 state-wide business supporters; 72 of those were local businesses in Moab. Opposition forces contacted the campaign's endorsers and threatened to boycott their establishments. SUWA received news from its supporting businesses about the boycott threats and the organization quickly responded by generating messages of support for the businesses. Patrons of SUWA's endorsing businesses sent letters and stopped by the establishments to communicate their gratitude for the businesses' support for the wilderness campaign. Franklin Seal, Southeast Utah Organizer for SUWA, notes that even though the messages of support to the campaign's endorsers helped to mitigate the opposition's threats, such threats can prove to be a quite powerful force with businesses. Seal observed that it seemed as though businesses were more sensitive to negative feedback than they were to positive feedback. So mitigating opposition forces can prove to be a challenging task but, nonetheless, SUWA was able to maintain much of their local business support.

Some supporters did retract their support of the campaign. In some cases, this was because the business's manager signed on support but the actual owner was not supportive. So the owner ended up recanting the endorsement. Other times, bowing to opposition pressure, the business claimed to have been misinformed or to have misunderstood what they had been endorsing. And yet in other cases a business had provided a verbal endorsement and later denied their support of the campaign. So here's a few helpful tips to allay these conflicts:

- Get everything in writing!
- Provide a clear statement of the endorsement.

- Provide a clear statement about how the endorsement will be used and/or publicized, i.e. newspaper advertisement, letter to Congressional representative, etc.
- Obtain a clear statement about the endorser's role within the business, i.e. Manager, Owner, etc.
- Obtain a signature from the endorser.
- Provide a copy of all of this information to the endorser.

## SUPERSTAR SUPPORTER

Occasionally a campaign can be fortunate to have in an influential business supporter who is also an active advocate and vocal spokesperson. The West Virginia Wilderness Coalition receives generous support from the White Grass Ski Touring Center. White Grass is a unique and popular cross country ski center that draws a large and diverse population of patrons. The company has used their clout and prestige to give the WVWC's wilderness campaign credibility among White Grass' large and diverse customer base. White Grass is a leader and trendsetter in the community, so their opinions are influential and their support for the Coalition's wilderness campaign is priceless.

Here are many of the ways White Grass has supported the WV Wilderness Coalition:

- White Grass owner, Chip Chase, appeared in a full-page Common Ground advertisement.
- The White Grass Café chefs have cooked numerous meals for the Coalition's events.
- White Grass has donated products to be raffled or gifted at campaign events.
- White Grass uses their very popular website as a sounding board for the campaign, providing additional advertising and exposure for the Coalition's work.
- Owner Chip Chase traveled to Washington, DC to participate in the Coalition's Wilderness Lobby Days by meeting with Congressional representatives to communicate why wilderness protection is important from a business and economic perspective.

## APPENDIX

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## West Virginia Wilderness Coalition Online Endorsement Form

Dear member of the West Virginia business community:

Wild places in West Virginia play a significant role in our quality of life and the health of the economy in our state. They boost tourism and can draw a high quality work force, as well as business owners seeking such amenities. Yet, each day more and more of our wild places are permanently lost to development. Did you know that just 0.5% percent of our land base has the lasting protection of wilderness designation? We need to protect the last best places on West Virginia's federal, public lands and we need your help to do it!

Please join with us! Your support for the work of the West Virginia Coalition will send the message that wilderness is valuable to the business community as well as the general public. We need your help to display campaign information in your business or just lend your name as a supporter. Please support the Coalition's efforts to preserve West Virginia's unprotected wild places. **Simply fill out the form below to sign on to the list of business supporters.**

When you support the work of the West Virginia Wilderness Coalition, your business' name will be added to an official list of endorsing businesses and organizations. This list is distributed throughout West Virginia and the Mid Atlantic region in newsletters, on websites and in brochures. People across the state and region will see these publications and recognize your business as wilderness friendly. There is no financial commitment, and we will proudly offer a link to your web site from this one.

Thank you. With your support, we will succeed in protecting West Virginia's wild places as wilderness! Please [contact us](#) with any questions or concerns you may have.

### BUSINESS CONTACT FORM

**YES!** Count on our support and use our name for the West Virginia Wilderness Coalition's efforts to designate wilderness for West Virginia's outstanding wild places on federal, public land. These areas contain outstanding wilderness qualities and protection of them would add critically needed West Virginia acreage to the National Wilderness Preservation System.

Name of Business:

Contact Person/ Title

Type of Business (what does your business do/sell?):

Address:  City:  State :

Zip Code:  Phone:  Fax:

Email:

I prefer to be contacted via:  mail  email  phone  fax

Please put a link to my business on this website!

My business web site address:

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**I / my business can support the Coalition by (check one or more):**

Distributing the Coalition's brochures and other promotional materials at our/my place of business

Putting a decal showing support for West Virginia Wilderness in my business' window

Willing to be or supply a spokesperson representing my business to the public and me

Writing letters to the editor or opinion editorials for my local newspaper

Offer in-kind services or other support (please describe):

Simply add my name to the list.

## California Wild Heritage Campaign Endorsement Form

Yes! Sign me on to the California Wild Heritage Campaign to help ensure permanent protection for California's remaining wild public lands and rivers. It costs nothing and you will receive timely updates and action alerts to protect California's wild heritage, to be proudly passed on to our children and their children.

Please Provide the Following Information:

Organization/Business

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

Name of Contact Person/Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

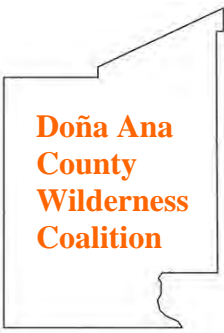
Organization/Business Website \_\_\_\_\_

Comments \_\_\_\_\_

Yes \_\_\_\_\_ Please link my website from your website.

I would like to get involved in the following ways

- Write a letter to an Elected Official
- Help Write and Sign on to a Letter to the Editor
- Have information available at my Business
- Tell customers and friends about volunteer opportunities
- Get involved as a volunteer
- Call my local elected officials
- Attend Meetings
- Host Meetings
- Donate Merchandise or Food
- Hang a Flyer or a Poster



*Working to Protect New Mexico's Natural Heritage*

**Please join the following governments, organizations, and local businesses in supporting the Citizens' Proposed Doña Ana County Wilderness and National Conservation Area.**

**Businesses**

A Healing Hand Massage  
ABC Printing  
Affordable Plumbing  
Alegre Gallery  
All Around Home Inspection  
Arbonne International  
Ardovino's Desert Crossing  
Ashley Furniture Homestore  
Asian Nails  
Associates for Counseling and Recovery, Inc.  
Atlas Travel Service  
Barbara Honda, Porcelain Artist  
Big Picture Studio  
Black Gold From the Sun  
Blue Gate Fine Art Gallery  
Blue Moon Restaurant and Bar  
Boba Cafe LLC  
Border Wildlife Consultants  
Botas Cadena  
Calista Animal Hospital  
Campo Behavioral Health  
Casa de Santiago  
Casitas de Adobe Design Firm  
Cassandra's Hair Salon and Spa  
Ciro's Restaurant Mexican Food  
CJ's Crafts  
Collars 'n Things  
Collector's World (official opening in June)  
Connie Lee of Edward Jones Investments  
Covarrubias Fine Imports  
Creative Harmony  
Creative Keepsakes and Collectibles  
Crystal Star Gifts and Boutique  
Cúcara Mácara  
Curves For Women – Las Cruces  
Custom Cartridge Co.  
Danadae Enterprises

Daniel J. Brandt, MD PC  
Dave's Comics and Games  
David Pierre Photography  
Different by Design  
Dive Quest Scuba LLC  
DNA – Designs in Adobe  
Double E Electric, Inc.  
Dr. Stefan Schaefer, Healthcare Solutions  
Dulceria Parrul  
Dutch's, Inc. Meat Market  
Ernie Bean New Mexico Folk Art  
Ester Labial  
Everything Painted  
Fort Selden General Store  
Fred's Auto Sales  
From the Ground Up  
Full Circle Health Center  
Funky Karma  
Gadsden Museum  
Gold Medal Taekwondo  
Green Guys Landscaping Inc.  
Griffin Biological Services  
HairCuts Plus  
Hernandez Jewelry  
High Desert Brewing Company  
High Desert Furniture  
Insta-copy Imaging  
Jack's Cactus  
Jadi's Fashion  
Jesse's Phone Accessories  
John and Peg Peters  
Johnny Florez Band  
Jornada Veterinary Clinic  
Joy Luck Chinese Restaurant  
Judy Thimesch's Accessories  
Katharoz  
Ken Stinnett Photography  
Kuhn Farm

Kuhn's Roofing and Insulation  
La Fuente Restaurante  
La Tapatia  
Ladybug  
Larsen's Studio of Photography  
Las Cruces Candy Co.  
Las Cruces Custom Tours  
Las Cruces Scion  
Las Cruces Toyota  
Laughing at the Sun  
Law Office of Matt Madrid  
Le Joules Designs  
Linda Rugs  
Little Boutique  
Luisa's Porcelain Dolls  
Luis Campos Mobile  
Marcos Saldivar  
Mariposa Arts and Crafts  
Medicina Natural  
Mesilla Book Center  
Metropolitan Deli  
Mike Groves Photography  
Moonbow  
Moon Motions  
Morton's Booth  
Mother McCaul's  
Mountain Music  
Mountain View Market  
Navajas LTD Custom Knives  
Nest - Ali Robertson  
NewMexicoLayers.com  
New Mexico Quickcare  
No Place Like Home  
Organized Clutter Productions  
Osito's Biscochitos  
P.D.'s Rock-In-Bottles  
Patches and Pieces  
Pavilion Hardware  
Pavilion Snack Bar  
Picacho Mexican Grill  
Picture Frame Factory Outlet  
Prestige Cabinets  
R&R Handbags and Gifts  
Raul Trevizo  
Rayz Artworks  
RC Notary Services  
Real Deals on Home Decor  
Red Mountain Cafe  
Ristramnn Chile Co.

Roadrunner Recycling  
Rocks and Roll  
Romero's Woodwork  
S & A Hosiery  
Sandoval Dodge  
Saturn of El Paso  
Saturn of Las Cruces  
Savino's Ristorante Italiano  
Screaming Light Studios  
Self Help Health Center  
Sleep Gallery  
Sleep Lab of Las Cruces  
Snake Outz Bike Apparel  
Sorg Consulting  
Southern New Mexico Professional Evaluation  
Services  
Southwest Kettle Korn  
Studio 037 Salon  
Studio A-440  
Sun and Earth, Inc.  
Sun Mountain Honey  
Tarahumara  
Taste of India  
Tate and Associates  
The Bean  
The Builder, Dean Neff, Inc.  
The Portrait Place  
The Sporting Image  
Tomi's  
Top Nails  
Toti's Kitchen  
Traditional Asian Bodywork  
TransPlus  
Tropical Glow  
United Drug Superstore  
Unravel Yarn Shop and Gallery  
Veronica's Gift Baskets  
Vita-Man Nutrition Center  
Vivian M. Moore, CPA  
W. Kowalski, Inc. Fine Woodworking  
Weaver's Rustic Mantles  
White Raven Studios  
Wild Child Creations  
Williams Tile Overture  
Wok 'N World  
Your Health Therapy  
3 Crosses Tattoo  
5 Brother's Chinese and Burgers  
505 Mobile

## California Wild Heritage Campaign Sign-On Letter to Sen. Feinstein

November 14, 2002

Dear Senator Feinstein:

As California residents and business leaders representing both economic and community interests, we encourage you to support the protection of California's wild places by endorsing S. 2535, the California Wild Heritage Act of 2002.

There are many reasons to do business in California, but one of the most important is that California is a great place to live, work, and raise our families. A vital part of this quality of life is California's diverse wild lands and rivers.

Many of our businesses are directly tied to these wild places by providing recreational equipment to hike through the White Mountains or climb Yosemite's big walls, groceries for a river trip down the Kern, a place to sleep after a hike in Big Sur, or a fishing guide to explore the Pit River.

Many others are tied to our wild lands and rivers because they attract talented employees and dedicated customers to our businesses.

In either case, protecting our public lands and rivers provides many benefits for California's businesses and residents, including:

- **Economic Viability** - Tourism employs a high percentage of California's workforce, especially in rural areas. For example, over 34 percent of the workforce in Calaveras County is tourism related. And in Mono County, tourism spending reached \$316 million in 1996, accounting for 71% of total payroll. It is estimated that visitors to wilderness areas generate \$44 per acre per year of spending in nearby communities – contributing nearly one job for every 550 acres of wilderness. Clearly these natural areas are closely linked to our economic viability.
- **Clean Water and Air** - California's 18 national forests are the source of 60% of our clean drinking water supply. Further, our wild lands help to improve air quality by acting as filters for pollutants. Protecting these resources is vitally important to all Californians.
- **Quality of Life** - Our public lands are a source of pride and enjoyment for tens of millions of Americans. They have become an integral part of California's tradition and culture. Many important experiences, values and memories are forged around the campfire, along a trail, or on a river. Future generations should have the same opportunity to share these experiences and wild lands and rivers with their families and friends.

California's remaining wild places and economy will benefit from the California Wild Heritage Act of 2002. As business leaders, we ask for your support to protect the wild places that make this state a great place to live, work, and play – now and in the future.

Sincerely,  
Businesses for California's Wild Heritage  
(See attached list)  
cc: Senator Barbara Boxer  
California Congressional Delegation  
Governor Gray Davis



# LAS CRUCES HOME BUILDERS ASSOCIATION

Affiliated with the National Association of Home Builders and the New Mexico Home Builders Association

FOR IMMEDIATE RELEASE:

Contact Judd Singer (LCHBA) 650-7377, Jeff Steinborn (NMWA) 635-5615

Tuesday, September 11, 2007

The Las Cruces Homebuilders Association is announcing an historic agreement with the Doña Ana County Wilderness Coalition. Both groups are holding a joint news conference Wednesday announcing the details of the agreement in support of wilderness in Doña Ana County, and new boundaries for the proposed National Conservation Area (NCA) along the Organ Mountains. The agreement follows several months of negotiations between the groups, and adds further momentum to the effort to protect Wilderness in Doña Ana County.

Through this important agreement, the Las Cruces Homebuilders Association helped negotiate a compromise over new conservation boundaries for the NCA, as well as take a strong position in supporting Wilderness and the National Conservation Area Proposal. "This is a great day for Las Cruces when we can all come together to do something truly special for our community. The Las Cruces Home Builders Association is proud to play a leadership role in protecting Doña Ana County's incredible open space and public lands—the reason so many folks come to settle here," said Judd Singer, past president of the Las Cruces Homebuilders and association representative for wilderness issues. "This conservation plan will be great for our community, and it will be good for business," Singer added.

Jeff Steinborn, Southern NM Director for the Wilderness Alliance and a State Representative, echoed Singer's comments. "I applaud the Homebuilders Association for their leadership in working to protect Doña Ana County most important natural public lands. This agreement shows that we all love our special places like the Organ Mountains and Broad Canyon. We have come together for the benefit of our community. This once again demonstrates the high levels of support that exists for enacting the Citizens Proposal, and we hope that we will see legislation soon to implement it."

Mayor Pro-tem of Las Cruces, Dolores Connor, added her praise to the Homebuilder-Wilderness Coalition agreement; "I commend the Las Cruces Homebuilders Association and the Doña Ana County Wilderness Coalition for making the necessary compromises to develop a strong plan for the protection of our Organ Mountains. We are one community seeking a common goal, for ourselves, and our children and grandchildren."

"The Doña Ana County Wilderness Coalition consists of a diverse group of over 180 businesses and 30 organizations," says Jim Bates, Las Cruces resident, member of the Homebuilders Association, and leader of several sportsman groups active in Dona Ana County. "Having the Homebuilders Association on board reinforces the notion that all of these diverse groups and interests can put aside their separate agendas in an effort to achieve a greater good for the community and region as a whole. We have an opportunity at hand to work together to protect our unique natural heritage."

**What:** Las Cruces Homebuilders Association and the Doña Ana County Wilderness Coalition – Announcement of new NCA boundaries and joint support of proposed Wilderness areas  
**Date:** September 12, 2007  
**Time:** 1:00 PM  
**Location:** Doña Ana County Commission Chambers

**Idaho Conservation League  
Press Release re Business Supporters**

January 29, 2004

Contact: Rick Johnson, Idaho Conservation League, 345-6933

For Immediate Release

Press Conference: 10 a.m., Thursday, January 29, 2004  
Lisk Gallery, 850 Main Street, Boise

**Business Leaders Support Congressman's Efforts to Protect  
Boulder-White Clouds**

*Over 130 Letters to be Delivered to Rep. Simpson*

Boise, ID (January 29)- Over one hundred-thirty Idaho businesses today voiced their support for Congressman Mike Simpson's efforts to protect the Boulder-White Cloud and Pioneer Mountains in central Idaho as a wilderness area. Three local area businesspeople spoke at a news conference prior to delivering over 130 letters from other business people to the Congressman's Boise office.

"I think the growth of the technology industry in Idaho has led to many new residents and customers, and I hear from many folks how they came because they are attracted to the quality of life Idaho has to offer," said David Green of the Hyde Park Merchants Association. "Outdoor experiences in places like the Boulder-White Clouds are one important thing that attracts employees to Idaho and what keeps them here."

The business leaders commended the efforts of Congressman Simpson to see that some of the state's most special wild places – including the Boulder White Cloud and Pioneer areas – stay as they are for future generations to use and enjoy. The business community is among the various constituencies that Congressman Simpson has been working with for the last five years to develop a proposal to protect the area. Other groups involved in this collaborative effort include ranchers, county commissioners, conservationists, and off road vehicles users.

"My firm manages \$750 million for clients who are concerned about investing for both financial return and environmental responsibility," said Lisa Leff of Trillium Asset Management. "This dual mission provides us with great opportunities, because as investment managers, we know that environmental protection can lead to sustainable and often superior economic outcomes. For Idaho, protecting wilderness is an important component of an economic strategy that will lead to a more diverse, stable, and prosperous state economy."

Mark Lisk, a photographer with Lisk Galleries, said "The Boulder-White Clouds Wilderness proposal is good for Idaho because of the values like protecting it for future generations, values that I share as a business person. It is critical that we protect this place to preserve hiking, hunting, fishing, camping, horseback riding, and many other



opportunities provided by such a special place. We must choose to keep a piece of Idaho the way it has always been, and designate it as wilderness."

The Boulder-White Cloud and Pioneer Mountains are located in central Idaho within the Sawtooth and Salmon-Challis National Forests. The range extends across a half a million acres, and because of its size, contains a wide variety of ecosystems and wildlife habitat, as well as tremendous recreation opportunities and spectacular scenery.

Brian Ellsworth of EKC Incorporated said "As a business leader in Idaho, I decided to join with over 100 businesses to support Congressman Simpson's efforts. It is important to protect the Boulder-White Clouds, protect our quality of life, protect our businesses, and most importantly, protect this special place in Idaho for future generations."

There will be a simultaneous press conference in Ketchum with local business leaders there.

Following is a copy of the letter delivered to Congressman Simpson by over 130 business leaders to demonstrate their support for Boulder-White Cloud wilderness.

For thirty years, the Idaho Conservation League has worked to protect and restore the air, water, wildlands, and wildlife of Idaho through citizen action, public education, and professional advocacy. For more information or to become a member, go to <http://www.wildidaho.org>.

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Dear Congressman Simpson,

As Idaho residents and business leaders representing both economic and community interests, we support your efforts to protect the Boulder-White Cloud and Pioneer Mountains as Wilderness.

**California Wild Heritage Campaign  
Press Release re Business Support**

***FOR RELEASE NOVEMBER 14***

November 14, 2002

Contact: Jil Zilligen, Patagonia, (805) 667-4660  
Fred Willis, Quantum Rock, (310) 378-2171  
Tim Alpers, Owens River Ranch, (760) 648-7334  
Jane Smith, 29 Palms Inn, (760) 367-3505

**California Business Leaders Urge Congress to Protect State's  
Remaining Wilderness**

**Historic Letter Signals New Attitude Towards Conservation**

**Los Angeles**—Signaling a historic shift throughout rural California, leaders from 250 mostly rural businesses—from hotels and restaurants to ranches and retail outlets—today urged Congress to protect the state's last open spaces.

The leaders released a letter to Senator Feinstein urging her to support the California Wild Heritage Act, which would protect over 2.4 million acres of wildlands and 400 miles of rivers across California.

The business leaders cited the economic opportunities, clean air and water, and the improved quality of life that protected wilderness provides. "It is estimated that visitors to wilderness areas generate \$44 per acre per year of spending in nearby communities... these natural areas are closely linked to our economic viability," the letter states.

Many rural businesses—including hotels, restaurants, retail outlets, guide services, and others—depend on revenue from tourists who visit protected landscapes. Others establish businesses in rural California so they and their families can live next to open space.

"As the rest of California becomes more urbanized, the regions of the state that remain wild become even more precious—those undeveloped lands are the reason people come here to recreate, and they are the basis for our economy," said James Wilson, owner of an outdoor gear store in Bishop.

Numerous studies have documented the economic values of protecting wilderness areas. A recent analysis of the eastern Sierra Nevada found that wilderness contributes \$700 million in economic benefits and provides over 2,800 jobs in Mono and Inyo counties. The letter is an important acknowledgement by rural businesses that their survival depends on protected lands.

"My business depends on clean water, so making the national forest land near me a wilderness area is the best thing that could happen to it," said Tim Alpers, a rancher and

fish farmer who lives adjacent to the headwaters of the upper Owens River in the eastern Sierra Nevada.

The letter states that California's diverse wild lands and rivers are an important reason why California continues to attract new and profitable businesses. "As business leaders, we ask for your support to protect the wild places that make this state a great place to live, work, and play—now and into the future," the letter concludes.

"Recreation in the Angeles National Forest alone provides over a billion dollars in economic activity the region's economy," said Fred Willis, owner of Quantum Rock Enterprises, another of the letter's signatories. "Our state's businesses depend on a healthy environment—it's why people come to visit and spend in the Golden State."

The California Wild Heritage Act was introduced in May, 2002, by Senator Barbara Boxer. Companion bills have been introduced in the House by Congresswoman Hilda Solis and Congressman Mike Thompson. None of the bills has received a hearing, and Senator Boxer has urged the Senate to take up the legislation when it reconvenes in January.

The Act would create or expand many new wilderness areas in the Los Angeles region, including additions to Death Valley National Park, and new wilderness areas in the San Gabriel and San Jacinto mountains. Also included are several popular recreation areas in the eastern Sierra Nevada, including additions to the John Muir, Ansel Adams, and Hoover Wilderness Areas.

For a copy of the letter, background information on the California Wild Heritage Act, or information on wilderness economics, see [www.californiawild.org](http://www.californiawild.org).

# WEST VIRGINIA BUSINESS OWNERS THINK MONEY GROWS ON TREES

Because the Monongahela National Forest  
helps keep us in the black.

Adventure's Edge, Morgantown  
Adventurous Seasonal Pursuits, Harpers Ferry  
All About Beauty, Lewisburg  
Amanda's Cottage, Hillsboro  
Antietam Creek Canoe Co., Boonsboro, Md.  
Appalachian Wooden Ware, Williamsburg  
Backcountry Ski and Sport, Fayetteville  
Black Bear Burritos, Morgantown  
Black Mountain Photo, Hillsboro  
Blue Quill Design and Consulting, Williamstown  
Buckhannon Stockyards, Buckhannon  
Byrd's Jewelers, Bridgeport  
Century 21 Country Roads Realty, Buckhannon  
Collins-Burdette Group LLC, South Charleston  
Cooper Gallery, Lewisburg  
Cornucopia Inc., Charleston  
Crawdaddy Preserve, Chloe  
Crystal Blue Travel, Hurricane  
Custom Inflatables, Reedsville  
Dave's Garage, Dunmore  
Deanna Smith Photography, Rock Cave  
Dominion Doors, Institute  
Edith's Store, Lewisburg  
Ehrhardt Organic Farm, Charles Town  
Eight Rivers Web Design, Hillsboro  
Fox Outdoor eXchange, Parkersburg  
Gallery 102, Lewisburg  
Grapes and Grains Gourmet, Shepherdstown  
Greenbrier County Convention and Visitors Bureau,  
Lewisburg  
Greenbrier Integrated Medical Services,  
Covington, Vir.  
Harmony Ridge Gallery, Lewisburg  
Harvest Market and Grill, Lewisburg  
Hidden River Farm, Monterville  
Historic Roofing Company Inc., Lothian, Md.  
House of Style, Lewisburg  
Hurricane Floral and Gift Shoppe, Hurricane  
International Cultural Exchange Services,  
Hurricane  
Island Nursery-Kindergarten, Buckhannon  
Jeff's Breads, Lewisburg  
JimiStyx Paddles, Albright  
Jonathan Jessup's Nature Photos  
Joseph Henry Photography, Davis  
Kitten's Korner Gift & Custom Frame Shoppe,  
White Sulphur Springs  
Lascaux Micro Theater, Buckhannon  
Liar's Corner Dog Supply, Buckeye  
Lost World Caverns, Lewisburg  
Loudermilk Trailer Sales, Lewisburg  
Lower Cheat Land Company, LLC, Bowden  
Main Line Books LLC, Elkins  
Moore House Antiques, Lewisburg

Mother Wit, Charleston  
Mountain People's Co-op, Morgantown  
Mountain Quest Institute, Marlinton  
Mountain State Outfitters, Charleston  
Mountaineer Photo Art, Morgantown  
Music in Motion Promotions, Charleston  
Nico Hair, Morgantown  
NVision Business Solutions, Tornado  
Oasis Behavioral Health Services LLC,  
Barboursville  
Open Book, Lewisburg  
Outback Basics, Shepherdstown  
Outdoor Adventures, White Sulphur Springs  
Partners & Associates Financial, Huntington  
Partners Insurance & Financial, Huntington  
Passages to Adventure, Fayetteville  
Patchwork Films, Lewisburg  
Pathfinder of West Virginia, Morgantown  
Piannafiddle, Greenville  
Plants Etc., Lewisburg  
Precision Sealfit Co., Fraziers Bottom  
River and Trail Outfitters, Knoxville, Md.  
Robert Bittner, Cabinet Maker, Sugar Grove  
Schrader Environmental Education Center,  
Wheeling  
Seneca Rocks Climbing School, Seneca Rocks  
Serenity Now Outfitters, Lewisburg  
Sparrows Nest Flea Market, Buckeye  
Star Printing, Parkersburg  
Straps Plus, Fraziers Bottom  
Sweety, Hillsboro  
The Art Company of Davis, Davis  
The Bakery, Lewisburg  
The Crazy Baker, Renick  
The Current Bed & Breakfast, Hillsboro  
The Gendarme, Seneca Rocks  
The General Lewis Inn, Lewisburg  
The Law Firm of Carter Zerbe, Charleston  
The Outfitter at Harpers Ferry, Harpers Ferry  
The Retreat, Lewisburg  
The Rock House, Marlinton  
The Stardust Café, Lewisburg  
The Washington Street Gallery, Lewisburg  
The Wilderrest Inn, Upper Tract  
Twins Mountain Resort, Harpers Ferry  
Valley Appraisal Services, Hurricane  
Valley Scuba and Sports, Lewisburg  
Van Imaging Systems LLC, Saint Albans  
Walnut Farms Flowers, Morgantown  
Wamsley Cycles, Morgantown  
Waterstone Outdoors, Fayetteville  
White Grass Touring Center, Davis  
Whitetail Cycle and Fitness, Morgantown  
Wolf Creek Gallery, Lewisburg

**That's why we support more Wilderness for the Monongahela National Forest. The National Forest is an economic engine that drives many of our state's businesses. The natural beauty and recreation opportunities of our Wilderness areas attract thousands of visitors, including anglers, hunters, hikers, and other outdoor enthusiasts, that pour money into the state economy through our restaurants, hotels, stores, and other businesses.**

**We have a long and proud tradition of protecting our state's wild places, which is why West Virginia remains "Wild and Wonderful." It's been good for business and good for our communities.**

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For more information about protecting West Virginia Wilderness or to learn how your business can join the Wilderness effort, please call (304) 864-5530 or send e-mail to [info@wwwild.org](mailto:info@wwwild.org) or go to [www.wwwild.org](http://www.wwwild.org).



# WILDERNESS IS OUR COMMON GROUND

As a small business owner, I rely heavily on the visitors who come to explore West Virginia's wilderness. Tourism in West Virginia is unique—we don't draw people to skyscrapers or big city life, we draw them away from their busy lives into the natural beauty that surrounds us. Skiing or snowshoeing in the winter, hiking or riding horses in the fall, and climbing or whitewater rafting in the spring or summer—our special wild places offer incredible choices for recreation, and make West Virginia a favorite destination. That's why we have to protect more wilderness in our Monongahela National Forest—for our clean air, clear water and way of life. But it's about more than protecting open space, it's about creating and maintaining possibilities for everyone.

**HELP PROTECT WEST VIRGINIA'S SPECIAL WILD PLACES  
VISIT [WWW.COMMONGROUNDWV.ORG](http://WWW.COMMONGROUNDWV.ORG) OR CALL THE  
WEST VIRGINIA WILDERNESS COALITION AT 304-864-5530**

*Photo caption: Chip Chase, owner, White Grass Touring Center—Canaan Valley, West Virginia. Photo by Mark Muse.*

## West Virginia Wilderness Campaign

### **Protect wilderness for business' sake: Artists see customers, as well as inspiration, in state's natural beauty**

APRIL 22, 2007

Marilyn Cooper

The Charleston Gazette

Lewisburg is a small city with a bright future. That was not always the case, but our story offers good news and a practical lesson for other communities in and around the Monongahela National Forest.

If you are a business owner or a citizen concerned about the economic future of West Virginia communities and the conservation of West Virginia's natural beauty, read on.

I own Cooper Gallery in Lewisburg, which features the work of artists who capture the natural beauty and special charms of our state, such as Lynn Boggess, a Fairmont resident who specializes in painting West Virginia's wilderness, as well as my own paintings and my husband's photographs.

Wild land and wildlife have always inspired American artists, from the "Hudson River" school of painters to Georgia O'Keefe and Ansel Adams. More and more artists are being attracted to the communities around the Mon, inspired by the beauty and history of our natural lands. When we place their works in our gallery windows, tourists are attracted by the artistic depictions of something deeply American — an inborn affection for our wild mountains, rivers and forests.

More and more people are coming to visit or to establish homes and small businesses because of the natural beauty of our area — a wild beauty that has been "developed" out of existence in most of the eastern United States. A short distance away they can visit the natural scenes that inspire much of our art. Hikes and picnics in the wild parts of the National Forest entice visitors to purchase art depicting such scenes to grace their homes as reminders of their West Virginia visit.

The new artisans, visitors and residents drawn to our area have strengthened our economy and increased our community tax base. That is why we and so many of our business friends in Lewisburg and beyond support the campaign of West Virginia citizens, to see greater portions of the Monongahela National Forest designated by Congress as protected wilderness. Citizens and tourists alike benefit from wilderness protection, which ensures they will be able to fish, picnic, hunt, hike or simply drive along the perimeter to appreciate the magnificence of such wild lands.

Many of our gallery visitors tell us of their love for the wild forests of West Virginia.

We see them drawn to a painting or photograph of these scenes, such as G. P. Cooper's image of a waterfall on Seneca Creek, one of the areas identified by citizens across the

state as meriting protection. Our customers often tell us that they are attracted to such artwork by their own experiences in the national forest — by their adventures, their appreciation of our quiet natural retreat, away from the hustle, bustle and just plain noise of the big cities where so many of them live.

Therefore, as far as we are concerned, “West Virginia Open for Business” will succeed, if, and only if, we remain “West Virginia Wild and Wonderful.”

*Cooper is owner of Cooper Gallery in Lewisburg.*

## Oregon Natural Desert Association Economic Report

### **Wilderness designation for Badlands might help area economy, study says**

Bend, OR Sep 21, 2007

By Erin Golden

*The Bulletin*

Making the 30,000-acre Badlands east of Bend a federally protected wilderness area could help propel Central Oregon's economic growth, according to a report released Thursday by the Oregon Natural Desert Association.

The report was produced by Headwaters Economics, a nonprofit land management group from Bozeman, Mont., whose mission is to improve community development and land management decisions in the West, according to its Web site. ONDA and a local steering committee assisted with the report.

Since 1992, the Badlands — about 15 miles east of Bend — has been managed by the U.S. Bureau of Land Management as a Wilderness Study Area.

That designation blocks some types of usage and development but is less restrictive than a wilderness area and does not protect the land from development in perpetuity.

On the web

To view a copy of the report "The Potential Economic Impacts of the Badlands Wilderness in Central Oregon," visit [www.onda.org](http://www.onda.org) or [www.headwaterseconomics.org](http://www.headwaterseconomics.org).

Because only Congress can alter the designation, environmental advocates have been working for more than a decade to persuade local and national lawmakers to take up the cause. Wilderness supporters hope the economic impact study will help push public and political support to change the designation within the next year, according to ONDA Executive Director Bill Marlett.

"This area was recommended as suitable for wilderness in 1992, and here we are, 15 years later, still working on it," Marlett said. "We hope that (members of Congress) can spend more time in this area ... There should be a decision by next year, when Congress adjourns."

The Badlands area, with its acres of old-growth juniper, sandy ground and unique volcanic rock formations, is popular with hikers, horseback riders, mountain bikers and hunters.

Among the issues discussed in the 42-page report are the wilderness designation's potential impacts to the region's job and income growth and quality of life, one of the key elements that draws people and businesses to any area.



The study's author, Headwaters Economics Associate Director Ben Alexander, said he looked into the current use of the land and found that more restrictive management would have virtually no negative impact on the economy, but it would benefit the quality of life of area residents. Protected natural areas, he said, draw new residents, new businesses and added revenue from tourists who support a growing service-based economy.

"We looked at the role that public lands play in the public economy," Alexander said. "There's not a lot of commercial activity there, no timbering or mining. We think the primary value associated with the land has very little to do with land use and everything to do with setting."

The study mapped the role of wilderness areas across the West and found that counties with more wilderness had \$1,800 higher per capita income, \$310 higher earnings per job and 0.4 percent lower unemployment than counties with less wilderness areas. However, the report also acknowledges that education of the work force, transportation providing access to markets "and a diverse economy with an emphasis on high-wage producer services," are more significant determinants for economic success.

Central Oregon, Alexander said, is poised for similar growth. The report also cited a 2004 study published in the *International Journal of Wilderness* that concluded that counties with wilderness areas generated growth in hotels, restaurants and in "higher paying professional services and investment offices."

The study did not include specific estimates for employment, commercial or population growth in Central Oregon.

And while a largely untouched area might not seem to be the most logical resource for economic growth, Alexander said similar resources, like the Three Sisters and Mount Washington wilderness areas, already attract new residents and tourists alike. The report cites a study of Oregon adults born between 1926 and 1964 that found that scenery ranked first above low crime, job opportunities and health care as a reason for moving to a new area.

"The thing that people struggle with is that it's a setting; you can't eat it," said Alexander, whose organization has conducted research into development around Yellowstone National Park and elsewhere in the West for the Sonoran Institute and others. "But I would argue that you're eating the setting every day in Bend and increasingly in places like Prineville and Madras."

The Badlands area was also once a popular destination for off-road vehicle enthusiasts, but conflict with environmental groups led to a motor vehicle ban in the area in October 2005.

Before and after the ban, visitors wanting to drive vehicles in the Badlands have been among the most outspoken critics of the push for a wilderness designation. But according

to Marlett, the BLM-enforced ban already in place makes the debate a nonissue.

"In this case, that issue has been resolved," Marlett said. "We do have some opposition from people who see (the wilderness designation) as a lockout of the public, and the irony of that is that the Badlands is getting more public use now than before."

According to BLM Recreation Planner Gavin Hoban, on-the-ground management would remain largely the same if the designation was changed. Non-vehicle recreation would still be permitted, and locals and visitors would be just as able to hike, bike or run.

"The Badlands have a very subtle, not traditional beauty, and if you put in the effort, you can find some phenomenal geology there," Hoban said. "And it's right here ... I like to say it's so close to Bend that you can get there before your latte gets cold."

Erin Golden can be reached at 633-2162 or at [egolden@bendbulletin.com](mailto:egolden@bendbulletin.com).

## **Wilderness business**

### **Open space a selling strength for area, supporters say**

BY TODD G. DICKSON

The Las Cruces Bulletin

Often more than the homes themselves, images of the Organ Mountains and the open desert commonly dominate advertisements promoting different subdivisions and other developments in Las Cruces.

This is one reason Tom Tate says he actively supports the establishment of permanent wilderness areas in Doña Ana County, even though he is a developer himself. “We sell open space,” Tate told a gathering last week of businesses that have come out in support of the wilderness proposals.

Without setting boundaries to where development can advance, home growth and other development could encroach on that wild expanse, according to Tate.

Those open space, rugged mountains and other wild places around the county provide a source for “economic sustainability,” said Jeff Steinborn, who heads the New Mexico Wilderness Alliance’s southern office in Las Cruces.

More than 170 businesses have signed their support for establishing permanent wilderness areas around Doña Ana County – more than 300,000 acres in what’s being called the Citizens Proposal. The areas being nominated for permanent wilderness status includes the Robledo Mountains and Broad Canyon, Sierra de Las Uvas, the east and west ranges of the Potrillo Mountains, Mt. Riley, the Aden Lava Flow and, of course, the distinctive Organ Mountains, most commonly photographed in those advertisements Tate spoke about at the gathering May 31 at the Sunset Grill in Sonoma Ranch.

Mike Groves, a photographer who’s best known for his photography of the Organ Mountains, also spoke before the gathering. “It’s more important to me to keep taking photos of the Organ Mountains than to have the ones I’ve taken increase in value,” he said.

Dara Parker, business outreach coordinator for the effort, said she found these kinds of receptive reactions to the proposal at nearly every business she visited, making her job easy.

Along with the business representatives, a few local politicians also spoke at the event. Mesilla Mayor Michael Cadena told how he works to preserve the historic character of the small town just south of the growing city, likening it to a small fish trying not to be eaten by the bigger fish.

Las Cruces Mayor Pro Tem Dolores Connor noted the recent large East Mesa development’s border Wiesner Road, which is where she said she’s willing to “draw the

line in the sand” in terms of the city’s growth to the east. Councillor Gil Jones echoed her sentiments to protect the Organ Mountains as the area’s distinctive landmark.

County commissioner Bill McCamley said the mountains are so striking that they played a role in his family’s decision to move here. McCamley, who is a Democrat running to unseat Republican U.S. Rep. Steve Pearce, said he would work to see wilderness legislation passed if it is still being deliberated when – and if – he is elected to Congress.

This week, a delegation of supporters for the wilderness proposal traveled to Washington, D.C., to meet with U.S. Sen. Pete Domenici. Last year, Domenici began drafting legislation to establish the wilderness areas, but the bill was put on hold following concerns raised about a large West Mesa release of Bureau of Land Management property for development included in the bill.

Establishing a wilderness area takes an act of Congress. Many of the areas proposed include wilderness study areas, and the Citizens Proposal includes a National Conservation Area in the Organ Mountains of 103,687 acres.

So far, the main opposition has come from ranchers and off-roaders who are skeptical that grazing and recreational access will be retained after the areas are designated as wilderness. Recently, several hunting and sportsmen groups also signed an agreement with the wilderness supporters in which some of the boundaries were redrawn to increase access, mainly in the Potrillos and Robledos.

## New Mexico Wilderness Alliance

### The Economics of Protecting Otero Mesa

By Nathan Newcomer, Guest Commentary  
Roswell Daily Record  
January 05, 2007

There are generally three main arguments of proponents for drilling in Otero Mesa: 1) It will decrease our dependency on volatile foreign sources of energy; 2) it will create jobs and generate much needed revenue to state coffers and 3) it will help lower prices at the pump. These arguments, though compelling, do not address the real energy problems our country is facing nor do they offer any ironclad solutions.

According to the Energy Information Agency, the United States possesses only 3 percent of the world's total oil reserves, while Middle Eastern countries control roughly 64 percent. Likewise, according to a 2005 report entitled "Statistical Review of World Energy," conducted by BP, the United States has just 2.9 percent of natural gas proved reserves.

It remains evident that America can never drill its way to energy independence. Similarly, drilling Otero Mesa will not wean us off foreign sources of oil and gas nor will it lower prices at the pump. Even Director Rundell of the Bureau of Land Management (BLM) calls the oil and gas resources of Otero Mesa "small potatoes." Small potatoes will never increase national security or reduce our *heating bills*. Drilling for small potatoes however, would fragment the area, usher in the industrialization of a wild and unique landscape, not to mention threaten the critical groundwater supply and the livelihood of the ranchers that have worked this land for more than five generations.

Protecting Otero Mesa for its vast wildlife characteristics and its fresh water aquifer, coupled with investments in clean, sustainable renewable resources will have a much greater economic impact on southern NM than any amount of oil and gas to be found under this grassland.

How so?

According to the New Mexico Department of Tourism, the outdoor tourism industry in 2005 generated over \$5 billion dollars to the state economy.

Throughout the past several years, the Otero Mesa debate has attracted not only national attention but also international interest. In New Mexico, grassland protection is virtually nonexistent. More and more people are traveling to New Mexico to visit Otero Mesa and more people in the state are going to explore this valuable conservation resource and the wildlife that call it home. That translates into real tourism dollars for Otero County and if protected that amount will only continue to grow.

Otero Mesa represents the largest and wildest Chihuahuan desert grassland left on public lands in America. The area is home to over 1,000 native wildlife species, including mule deer, prairie dogs, mountain lions, golden and bald eagles, 250 species of migratory songbirds, the endangered Aplomado falcon, and the state's healthiest herd of pronghorn antelope. In addition, thousands of ancient archeological sites, many of which that have yet to be documented cover the landscape.

Local businesses will greatly benefit from this economic-engine called Otero Mesa. Unlike oil and gas, tourism to Otero Mesa will be sustainable.

Likewise, New Mexico is becoming a world leader in alternative sources of energy like wind and solar. In Luna County, the world's largest solar panel factory and power plant is breaking ground. The power plant is expected to generate enough electricity to power 100,000 residential homes. Moreover, the plant will create between 300 and 400 *permanent* jobs as well as adding millions of dollars in revenue to state coffers.

On the south end of Albuquerque, a photovoltaic plant is being built where solar panels will be manufactured and over 1,000 jobs will be created.

The New Mexico Wind Energy Center, just northwest of Fort Sumner, which generates enough electricity to power 94,000 average-sized New Mexico homes, spurred over 200 jobs during its construction in 2003. The project is expected to provide \$40 million in economic benefits for the surrounding communities over the next 25 years.

By contrast, Bureau of Land Management estimates of the employment and earnings impact of oil and gas development in Otero and Sierra Counties would create only 75 additional jobs and \$2.2 million in labor income in Otero County. This represents three-tenths and two-tenths of one percent of 2001 Otero County jobs and personal income. The oil and gas potential of Otero Mesa would support 10 of those jobs.

By investing in clean, renewable resources, New Mexico could become a leader in exporting this energy to other states (which we currently do with oil and gas) and thereby generate revenue to the state.

It is clear that protecting Otero Mesa's wild grasslands and fresh-water aquifer, in addition to producing and manufacturing alternative forms of clean energy would be of greater value to New Mexicans quality of life than a few small potatoes worth of oil and gas.

## **South Dakota Grasslands Wilderness Coalition**

### **Excerpts from the Economic Factsheet**

#### **The Cheyenne River Valley Grasslands Heritage Wilderness Proposal**

##### **Economic Factsheet**

#### **Recreation and Tourism Industry on the Rise**

- As the new economic reality shifts long-term from extractive industries toward recreation, tourism, the service sector and information technology, evidence shows increasingly that grazing, mining and drilling are rarely the most economically beneficial uses of public land. (Barcott, *Outside* magazine, March 2005)
- Sources of new jobs, additional income, and incremental government tax revenues are quite different now from sources of local economic vitality 20 or 30 years ago. (Tom Power, *Return of the Wild*, 2001)
- Wild, undeveloped places are the economic backbone of the outdoor recreation industry. (Peter Metcalf, Black Diamond Equipment CEO, quoted by Barcott, *Outside*, 2005)
- Economic value refers to willingness to pay for wilderness, either for direct or indirect use, or simply to know that the wilderness exists (passive-use value). Economic impacts are the sales, jobs and income generated from wilderness visitation. (Rudzitis, “*The Impact of Wilderness and Other Wildlands on Local Economies...*,” 2000)
- Truly wild places -- roadless and unexploited because of their remoteness, ruggedness and sparse commercial values -- are unique, non-reproducible “gifts of nature” that are increasingly scarce and therefore of increasing value, economically and otherwise. (Power, *Return of the Wild*, 2001)

#### **Benefits to Hunting and Fishing Operations**

- The proposed Cheyenne River Valley wilderness areas are known for their excellent hunting opportunities. Hunting and fishing outfitters gain commercial benefits from wildlands by providing a primitive environment for their clients. (Morton, *Wildland Economics: Theory and Practice*, 1999)
- Nearly two in ten (18.7 percent of) South Dakotans hunt annually, and together with visitors to the state, spend \$194 million on hunting each year. Pheasant hunting alone brings in \$93 million.
- Fishing activities bring in \$173 million to the state's economy annually, and 22 percent of SD residents over the age of 16 fish each year.
- Nearly half of South Dakota residents (47%) engage in wildlife-watching each year, and together with non-residents spend \$92 million annually in these pursuits.

## **Wilderness as a Business Amenity**

- Wilderness pays in direct income from recreational use; in quality-of-life benefit attracting new business and residents; and in passive-use value of maintaining the opportunity to visit wilderness or pass it on to future generations. (Barcott, *Outside*, March 2005)
- Many economists are now tracking the “lifestyle dividend,” the idea that protected wildlands act as strong economic lures. Businesses deciding their locations are finding they can pay skilled, educated employees somewhat less than national rates because people are willing to trade off a little of their dollar wage for “the nature wage” -- higher quality living environments. (Barcott, *Outside*, March 2005; Ray Rasker, Sonoran Institute economist)
- Lifestyle amenity factors including higher quality living environments form a key component of the total package that attracts workforce talent, non-recreational businesses and retirees, generating economic growth. Protected wildlands play a key role in attracting a new rural population. (Power, *Return of the Wild*, 2001)
- As entrepreneurs and businesses place greater importance on amenity and environmental factors in their decisions to locate, developing and promoting a community’s unique character can be an important economic development strategy. (Rudzitis, “*The Impact of Wilderness and Other Wildlands on Local Economies...*,” 2000) Communities near the first and only prairie grassland wilderness in the nation, in addition to the Badlands and the Black Hills, would have one-of-a-kind promotion appeal.

## **Quality of Life Benefits**

- The actual presence of wilderness serves as a magnet attracting people to the areas, with one study reporting that 72 percent considered it a major factor in their decision to move to their county. These new people increasingly bring incomes and create new non-resource related jobs. (Rudzitis, “*The Impact of Wilderness and Other Wildlands on Local Economies...*,” 2000)
- Studies find that people are moving to areas near federally designated wilderness and other wildlands because of the environmental amenities associated with such areas. These population increases are having dramatic impacts on the ongoing structure of local and regional economies. (ibid.)
- The Black Hills is a lifestyle-amenity area attracting visitors, new residents and economic activity with its scenic and recreational values, Custer State Park, a forest wilderness and a nearby badlands wilderness area. Adding the first and only prairie grassland wilderness area in the nation would increase the amenity value.

## **Benefits to Local Economies**

- Economic research has repeatedly shown that areas with high-quality natural environments protected as wilderness or parks attract higher levels of economic activity. (Power, *The Economics of Wildland Preservation*, 2001)



- Counties containing land in wilderness, national parks or monuments experience job growth and income growth higher than the average for non-metropolitan counties. (ibid.)
- A positive correlation exists between the amount of wilderness, national park or monument within 50 miles of a rural county's center, and growth in income and employment. (ibid.)
- Inventoried roadless areas within 50 miles of a county's center are positively correlated with employment and income growth. This growth correlation increases in rural counties. (ibid.) The areas of this wilderness proposal contain the largest area free of roads in the entire Great Plains.
- Wilderness resource protection positively affects businesses: outfitters, services to visitors and outdoor recreationists, irrigators, municipal water users, etc. (Power, *Return of the Wild*, 2001)
- The spending average of wilderness visitors is \$30-\$40 a day. (ibid.; Loomis, *Economic Values of Wilderness*, 2000; Rudzitis, "The Impact of Wilderness and Other Wildlands on Local Economies...", 2000)
- Wilderness areas attract visitors who spend money, and sustainable jobs are tied to outdoor recreation. (Kem Hunter, former mayor of Index, Wash., destination of city kayakers, climbers and campers, quoted by Barcott, *Outside*, 2005)
- Wildlands are a highly valued part of local quality of life in an area's economic base. Permanent wildland protection thus strengthens the current and future economic base, and likely sources of additional future jobs and income. (Rudzitis, "The Impact of Wilderness and Other Wildlands on Local Economies...", 2000)

### **Increased Property Values**

- Wildlands serve as valuable scenic backdrops for resorts and residences on adjacent lands, enhancing property values and tax revenues. (Morton, *Wildland Economics: Theory and Practice*, 1999)
- Designated federal wilderness enhances nearby land values. (Power, *The Economics of Wildland Preservation*, 2001; Phillips, *Windfalls for Wilderness*, 2000)

# Wilderness Coalition recognizes businesses

A-News report

*"My family has been in the Mesilla Valley for seven generations. We don't just do business here, we live here."*

— Gilbert Herrera  
Casitas de Adobe Home Design

LAS CRUCES — The Dona Ana County Wilderness Coalition held a reception Thursday formally recognize the 170 businesses who have pledged their support for the "Citizens Wilderness and National Conservation Area Proposal" and public lands protection in Dona Ana County, according to a release.

The recognition took place at Sunset Grill in Sonoma area.

"I'm proud that the High Tech Consortium of Southern New Mexico and strong partners like the Hispano Chamber of Commerce and many local businesses

are taking a leadership role in working to protect our important wilderness areas," said Carolyn Kuhn, president of the High Tech Consortium of Southern New Mexico, via the release.

In February 2006, the Sonoran Institute, a regional planning and research organization, studied the potential effects of wilderness designation for Dona Ana

County's economy. It concluded that protecting wilderness "is likely to have positive effects on future prosperity, and that the more public lands afforded these protections the better for the area economy," the release states.

Developer Tom Tate, said, "I recognize places like the Organ Mountains are the proverbial

'Goose that Laid the Golden Egg.' Protecting local wilderness areas means we keep Las Cruces a great place for people to live, do business, and enjoy life."

Gilbert Herrera, owner of Casitas de Adobe Home Design, emphasized the fact that business owners are members of the community.

"My family has been in the Mesilla Valley for seven generations," he said. "We don't just do business here, we live here. For that reason, I believe we must act now to protect what really makes us special — places like the Organ Mountains and Broad Canyon. Designing homes we emphasize natural landscaping, and keeping true rural areas like the West Potrillo

is important, for our community and our business."

The reception kicked off the "Businesses for Wilderness" effort, where business owners large and small are uniting to call on Congress to protect wilderness areas in Dona Ana County.

Raul Garcia, president of the Hispano Chamber of Commerce, said, "Only Congress can designate wilderness, so it's great to see everyone come together to ask Senator Domenici and Senator Bingaman to quickly introduce this needed wilderness legislation. I urge other business leaders and community members to join with us in this historic campaign."

## California Wild Heritage Campaign Email to Campaign Members

**Subject: Support Wild Alliance companies!**

### **Thank You to Business Supporters From the California Wild Heritage Campaign**

Happy Holidays California Wilderness and Wild Rivers Supporters!

As many of you know, the California Wild Heritage Campaign is working with Senator Barbara Boxer to pass a new statewide Wilderness & Wild Rivers bill. The California Wild Heritage Act would protect more than 2.7 million acres of wild lands and 440 miles of wild rivers throughout the state.

We at the California Wild Heritage Campaign have been working to build allies, and have started a new project to recruit business support for wilderness and wild river protection. Wild Alliance ([www.wildalliance.org](http://www.wildalliance.org)) is a network of California-based companies committed to protecting public lands and rivers. Most Wild Alliance companies make or distribute products for outdoor recreation: tents, sleeping bags, backpacks, paddling gear, outdoor clothing, and footwear.

As you look for the perfect gifts during the holiday season, we wanted to let you know that the following companies have joined Wild Alliance, and are now key voices from the business world that support the California Wild Heritage Act. So, if you love Wilderness and wild rivers, please put your money where your heart is and support those companies that are working to Protect California's Last Wild Places.

Wild Alliance Companies (December 2003)

- \* Adventure 16 ([www.adventure16.com](http://www.adventure16.com)): Outdoor gear and clothing retailer in Southern California
- \* Eagle Creek Travel Gear ([www.eaglecreek.com](http://www.eaglecreek.com)): Manufacturer of quality travel gear
- \* Gregory Mountain Products ([www.gregorypacks.com](http://www.gregorypacks.com)): Manufacturer of quality backpacks
- \* Kennan Ward Photography ([www.kennanward.com](http://www.kennanward.com)): Wildlife and adventure photography
- \* Kokatat ([www.kokatat.com](http://www.kokatat.com)): Manufacturer of quality paddling gear
- \* Lotus Designs ([www.lotusdesigns.com](http://www.lotusdesigns.com)): Manufacturer of quality paddling gear
- \* Marmot ([www.marmot.com](http://www.marmot.com)): Manufacturer of quality outdoor clothing and gear
- \* Mountain Hardwear ([www.mountainhardwear.com](http://www.mountainhardwear.com)): Manufacturer of quality outdoor clothing and gear
- \* Odwalla ([www.odwalla.com](http://www.odwalla.com)): Maker of fine juices, smoothies, and energy bars
- \* Patagonia, Inc. ([www.patagonia.com](http://www.patagonia.com)): Manufacturer of quality outdoor clothing and gear
- \* The North Face ([www.thenorthface.com](http://www.thenorthface.com)): Manufacturer of quality outdoor clothing and gear
- \* WaterMark ([www.watermarksports.com](http://www.watermarksports.com)): Parent company of a suite of paddling brands including Perception, Dagger, Harmony, and Yakima Racks
- \* Wilderness Press ([www.wildernesspress.com](http://www.wildernesspress.com)): Publisher of guide books to wild places worldwide

For more information on Wild Alliance, and how these companies are supporting California's last wild places, please visit [www.wildalliance.org](http://www.wildalliance.org).

In addition to the companies listed above, many other businesses - including restaurants, nurseries, hotels, salons, whitewater outfitters, specialty stores, and many more - have joined the California Wild Heritage Campaign in working to protect our state's remaining wild lands and rivers. Please visit [www.californiawild.org/Coalition.html](http://www.californiawild.org/Coalition.html) for the complete list of Campaign member groups and links to their websites for all of your holiday shopping needs!

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HAPPY HOLIDAYS FROM THE CALIFORNIA WILD HERITAGE CAMPAIGN...  
Working to protect California's last wild places.

## Washington Wilderness Coalition Events and Acknowledgments Events and Thank Yous

### **THANKS: A Big Thank You to Market Optical**

WWC would like to thank our business donor Market Optical and owner/WWC member Ruvane Richman for selecting WWC for a second year to be one of three organizations to receive a percentage of their December profits. We have benefited greatly from their generosity and would like to extend a very special thank you for their exceptional gift of nearly \$15,000. With stores in the Pike Place Market, University Village and Bellevue Square, there are three convenient locations where you can go to support Market Optical for being a great community-minded business (AND to get stylish eyewear). For more information visit <http://www.marketoptical.net>

### **EVENT: Words For Wilderness Well Received**

WWC's first Words for Wilderness Poetry and Prose Contest was a tremendous success! Forty participants submitted 90 submissions. The 11 winners were announced at a packed event at the Richard Hugo House on July 17th. The event featured readings from contest winners, and was an opportunity for participants, WWC members and guests to celebrate our wild places and to be inspired by wilderness through written and spoken language. We would like to thank our volunteer judges and Open Books, Epilogue Books, Third Place Books, Flora and Fauna Books, Fremont Place Book Co., Pro Mountain Sports, Empty Space Theatre, and the University Bookstore for their donations. WWC would like to especially thank contest organizer and WWC volunteer-Glenn Reed.

### **SUPPORT WWC: Support WWC Through iGive.com**

WHAT DO ALL THESE COMPANIES HAVE IN COMMON?

Adobe	Home Depot	PETCO
Barnes & Noble	Kodak	REI
Best Buy	Bon/Macy's	Smith & Hawken
Dell Computers	Netflix	Starbucks
Drugstore.com	Office Depot	Target
Garden Botanika	Patagonia	Travelocity

These and hundreds of other stores will make a donation to WWC if you go through the iGive.com website to purchase from them.! So, the next time you go to make an online purchase -- go to iGive.com first, sign up and a portion of your purchase will be donated to the charity you select. You get the same prices, service and deals and the chance to support one of your favorite causes. Now, how good is that!? Go to [www.iGive.com](http://www.iGive.com)

### **EVENT: Sky Valley Business Offers Free Snowshoe Clinic November 19th**

Le Sports Junkies, an outdoor gear store located in Startup in Snohomish County along Highway 2, is offering a free snow shoe clinic on November 19th. Come learn how and where to enjoy some of Washington's fastest growing winter activities, including snowshoeing and cross country skiing. Bill Miller the store owner will offer discount on rentals or purchases and will highlight trails within the Wild Sky Wilderness proposal.