



June 1, 2024

President Joseph R. Biden Jr.
The White House
1600 Pennsylvania Ave. NW
Washington, DC 20500

Dear President Biden:

As members of the Mobilizing for Monuments coalition, we are writing to advocate for the permanent protection of our public lands across the nation through the designation of locally-led national monuments. We are a broad group of businesses who all share a deep belief that conservation directly benefits our economy, culture, and way of life. With unprecedented pressure on our lands and waters from resource development and climate change, there has never been a more urgent time to act for nature and people, and we believe the Antiquities Act is a valuable tool to meet our shared goals.

Outdoor businesses are part of an industry that is larger than ever. In 2022, outdoor recreation generated \$1.1 trillion in economic output and created 5 million jobs across the United States. Durable land protections will continue to drive vibrant and sustainable national and local economies. As businesses, we are committed to this work because we know that national monuments are a proven tool for protecting outdoor spaces, preserving important cultural and historical sites, improving opportunities for recreation, and growing the economies of nearby communities. Our collective voice as businesses are stronger when we use them together, and we know that protecting our public lands is good for business.

As a coalition, we are proud to invest in and support multiple national monument proposals led by local communities which total over 3 million acres of public lands. Our commitment to Mobilizing for Monuments is to utilize our marketing resources, our advocacy muscle, and to galvanize our brands' sizable audiences to support your administration's work on national monuments through the end of your first term.

As business owners, we advocate for durable protection of outdoor spaces and wild places that make our communities stronger and benefit the economy. Our community of voices is unique, and as members of this coalition, we are on a mission to work with your administration to prove that national monuments work. It is our responsibility to work alongside you and your administration to ensure and expand equitable access to sustainable recreation for all. We are proud to join many elected officials, community leaders, and local supporters in advocating for national monuments.

Sincerely,



The Conservation Alliance

Bend, Oregon
Shoren Brown
Vice President, Public Affairs

Outdoor Alliance

Washington, D.C.
Adam Cramer
CEO

Outdoor Industry Association

Boulder, CO
Rich Harper
Director Government Affairs

Patagonia

Ventura, CA
Keith Shattenkirk
Program Officer, Healthy Lands and Waters

Public Lands

Coraopolis, PA
Todd Spaletto
President

The North Face

Denver, CO
Carol Shu
Senior Manager, Global Sustainability

KEEN, Inc.

Portland, OR
Kirsten Blackburn
Director, KEEN Effect

REI Co-op

Sumner, WA
Alicia Harvie
Manager, REI Cooperative Action Network

1% for the Planet

Burlington, VT
Tanner Marvel
Senior Events Manager



A Snails Pace

California
Joe Lourenco
President

Adventure Travel Conservation Fund

Monroe, WA
Soraya Shattuck
Executive Director

AdventureKEEN

Birmingham, AL
Molly Merkle
Publisher & COO

Afuera Productions

Denver, CO
Danielle Reyes-Acosta
Founder, Director

All Good Products

Morro Bay, CA
Caroline Duell
Founder and CEO

American Outdoor Products

Soraya Smith
President
Boulder, CO

Allmade Apparel

Vancouver, WA
Mel Lay
Co-Founder

Altra Running

Denver, CO
Alicia Chin
Sustainability and Social Impact

Aquatic and Wetland Nursery, LLC

Fort Lupton, CO
Heidi Windell
Owner



Astronaut Foods

Soraya Smith
President
Boulder, CO

Atlantic Packaging

Wilmington, NC
Wes Carter
President

B. Collective

Hood River, OR
Bryan Cole
Founder/CEO

Backbone Media

Carbondale, CO
Penn Newhard
Co-CEO

Backpacker's Pantry

Boulder, CO
Duane Primozych
CEO

Belinda Sanda Sales

Redding, CA
Belinda Sanda
Redding, CA

Bemis Associates

Shirley, MA
Ben Howard
VP of Sustainability

Bergreen Photography

Evergreen, CO
Marc Bergreen
Owner

Best Day Brewing

Sausalito, CA
Tate Huffard
CEO



Black Diamond

Salt Lake City, UT

Peter Metcalf

Founder, Policy Advisor, Ambassador

Chaco

Rockford, MI

Bianca Vasovski

Sr. Brand Marketing Specialist

Chef Soraya

Soraya Smith

President

Boulder, CO

Cheeky Fishing

Erie, CO

Martha Rolfson

Director of People, Process & Planet

ChicoBag Company

Chico, CA

Sierra Brodleit

President

CivicBrand

Salida, CO

Ryan Short

CEO

Colorado Spice

Boulder, CO

Soraya Smith

President

Derek Nielsen Photography

Chicago, IL

Derek Nielsen

Owner

Devil's Foot Beverage Company

Asheville, NC

Benjamin, Colvin

President



Duct Tape Then Beer

Seattle, WA
Becca Cahall
Co-founder and CEO

Dvorak Expeditions

Nathrop, CO
Bill Dvorak
Owner

Earthwell

Portland, OR
Martha Rolfson
Cobrand Sales

Ecodeo

New York, NY
Liz Rubin
CEO

Emerger Strategies

Charleston, SC
Rick Crawford
President

Engaged Coaching

Bend, OR
Joe Craig
President

Experience Momentum

Lynnwood, WA
Shanon Tysland
CEO

Fire on the Mountain Buffalo Wings

Denver, CO
Andrea West
Owner

Flickr

Aptos, CA
Ben MacAskill
President & COO



GRAYL

Seattle, WA
Travis Merrigan
Co-Founder

GU Energy Labs

Berkeley, CA
Celia Camargo
Director of Community and Purpose

Hamilton Walker Advisers

San Francisco, CA
Sarah Hamilton
CEO

Hey Social Good

San Diego, CA
Cindy Lin
CEO and Co-founder

Highline Design Company

Kalispell, MT
George Giavasis
Owner

Hipcamp

Colorado
Michal Rosenoer
Head of Government and Community Relations

Jack Wolfskin

Carrie Lowery
Huntington Beach, CA
Marketing Manager, North America

Juniper Ridge

Berkeley, CA
Tanya Campuzano
VP of Operations

Kahtoola

Flagstaff, AZ
Betsy Harter
Sustainability, Conservation, & Philanthropy



Kelty

Broomfield, CO
Russell Rowell
Executive Vice President

Kiss of the Deva

Louisville, CO
Kelly Bartell
Owner

Klean Kanteen

Chico, CA
Caroline Pierce
Partnership Manager

La Sportiva N.A., Inc.

Boulder, CO
Christine Wise
Marketing Director

Left Coast Lodge

Sisters, OR
Scott Penzarella
Managing Member

Lodore Consulting, LTD

Grand Junction, CO
Scott Braden
Owner

Maluti Skin Gear

Denver, CO
Misha Charles
Founder

Mercantile Commerce

Seattle, WA
Meghan Kearns
Founder

Mountain Sports Flagstaff

Flagstaff, AZ
Lisa Lamberson
President



Mystery Ranch

Bozeman, MT
Jessica Minalga
Marketing Manager

NEMO Equipment, Inc.

Dover, NH
Theresa McKenney
Director of Sustainability

New Belgium Brewing

Fort Collins, CO
Dana Villeneuve
Government Affairs Program Manager, ESG

Nomadix

San Clemente, CA
Mia Helminiak
Director of Community Engagement

Oboz Footwear

Bozeman, MT
Amy Beck
President

Oregon Pack Works

Bend, OR
Karl Findling
Owner

Oso Supply Company

Phoenix, AZ
Casey Johnson
Founder

Out and Back Creative

Philadelphia, PA
Rita Carroll
Owner

Outdoor Prolink

Boulder, CO
Kelly Knauf
Marketing Manager



Outdoor Research

Seattle Washington
Dan Mayers
Co-CEO

Outdoor Tech

Orange, CA
Joshua Frank
Director of Sales and Partnerships

Pack Rat Outdoor Center

Fayetteville, AR
Carolyn Crook
Owner

Peak Design

Ojai, CA
Annie Nyborg
Head of Environmental and Social Impact

Planetary Design

Missoula, MT
Jess Nepstad
President

Premiums for the Planet

Aspen, CO
Brad Stevenson
Head of Partnerships

Puddle Creative

Portland, OR
Jonah Geil-Neufeld
Owner

Pure Project, LLC

San Diego, CA
Mat Robar
Managing-Member

RepYourWater

Erie, CO
Martha Rolfson
Director of People, Process & Planet



RepYourWild

Erie, CO
Martha Rolfson
Director of People, Process & Planet

Revolution House Media

Big Sky, MT
Katherine Ketschek
Owner

Rivian

Irvine, CA
Paul Hendricks
Director of Community Sustainability

Royal Robbins

San Francisco, CA/Louisville, CO
Gareth Martins
Director of Marketing

Ruffwear

Bend, OR
Brandan Hill
President

Rygr

Carbondale, CO
Brian Holcombe
President

Sea to Summit

Boulder, CO
Ryan Andrist
Brand Marketing Director

Shar Snacks

Austin, TX
Peter Rushford
Founder/CEO

Sitka Gear

Bozeman, MT
Lindsey Davis
Director of Conservation and Advocacy

**Smartwool**

Denver, CO
Alicia Chin
Sustainability and Social Impact

Stio

Jackson, WY
Lix Barrett
President

Stray Wild

Grand Junction, CO
TJ Smith
Owner & Operator

Studio Malt

Chicago, IL
Jack Muldowney
Founder

Summit Coffee

Davidson, NC
Brett Diouguardi
VP of Impact

Swen Products, Inc./Sven-Saw

Minneapolis, MN
Linnea Tellekson
President

TE Strategies

Missoula, MT
Tyler Edgar
Principal

Toad&Co

Santa Barbara, CA
Gordon Seabury
CEO

Trip Outside

Durango, CO
Julie Singh
Co-Founder



Verde Brand Communications

Durango, CO
Julie Evans
CEO

Voodoo Ink. Photography

Arizona
Catherine Sienko
President

Whitson Strategies

Denver, CO
Sarah Whitson
Principal

Wingo Outdoors

Erie, CO
Martha Rolfson
Director of People, Process & Planet

Xplore Outside

Scottsdale, AZ
Jim Dublinski
Owner

Yeti

Austin, TX
Lisa VanBladeren
ESG Senior Manager

Zane Ray

Whitefish, MT
Penny Porterfield
VP Business Development