



**The Conservation  
Alliance**

# **2025 Annual Report**



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# Mission/Vision

WE HARNESS  
THE COLLECTIVE POWER  
OF BUSINESS AND OUTDOOR COMMUNITIES TO FUND AND ADVOCATE FOR  
THE PROTECTION OF  
NORTH AMERICA'S NATURAL PLACES.

OUR VISION IS A PLANET WHERE  
NATURE, WILDLIFE, AND PEOPLE THRIVE TOGETHER



BRIAN CHAMBERS PHOTOGRAPHY



# Year in Review

2025 was a year where the stakes felt higher than ever. Proposals to sell off public lands resurfaced, beloved landscapes faced renewed threats, and communities across North America continued to feel the impacts of economic and development pressures. Through it all, our staff, board, members, and grantee partners kept our sights on the economic, recreational, and cultural value that our public lands and waters hold and will continue to hold in perpetuity if they stay intact. We have remained vigilant, united, and steadfast, so we can still ensure a thriving future and economy for generations to come.

What set 2025 apart was how clearly businesses helped lead the way. Throughout the year, company leaders spoke about protecting the places that fuel their industries, support their employees, and keep local economies strong. Their commitment to safeguarding these sacred places – from the Tongass National Forest in Alaska to the Boundary Waters Canoe Area Wilderness in northeastern Minnesota and many places in between – showed that conservation is not only the right thing to do, but also a smart investment in long term business success.

This annual report is a reflection of what lies at the heart of TCA's mission. Through our two pillars of impact - grantmaking and advocacy - we supported dozens of community-led organizations and saw several key conservation victories across North America.

All in all, our efforts helped protect 855,739 acres of land, strengthening outdoor access and safeguarding natural assets that support tourism, recreation, hunting and fishing industries, and community livelihoods. These are the projects and programs that our member companies invest in to protect and preserve North America's outdoor spaces. Together, they have a tremendous impact on conservation that, in turn, supports our business members who rely on protected lands and waters.

We are deeply grateful to our member companies, Pinnacle members, and other donors who supported our work in 2025. Our efforts to protect nature would not be possible without your support.

And to the entire TCA team, thank you for your support and dedication to this important cause.

**Onward!**

**Paul Hendricks**  
**TCA Executive Director**



# Grants



WASIM MUKLASHY

**IN 2025, WE AWARDED  
\$1.33 MILLION IN GRANTS  
TO FUND 32 PROJECTS  
ACROSS NORTH AMERICA.**

Below is a list of all priority campaign, member-directed, and discretionary grants awarded.

## ALASKA

### Alaska Wilderness League

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Dene K'éh Kusān Indigenous Protected Area

**AWARDED AMOUNT:** \$45,000



## ARIZONA

### Grand Canyon Trust

**GRANT TYPE:** Priority Campaign

**PROJECT NAME:** Defend Baaj Nwaavjo I'tah Kukveni National Monument

**AWARDED AMOUNT:** \$120,000

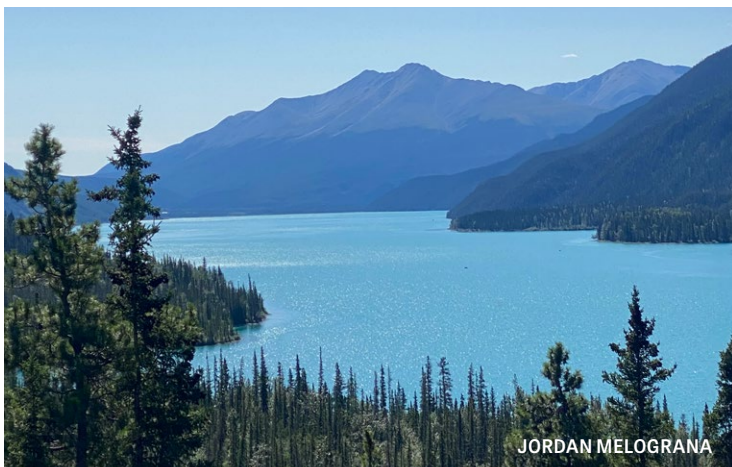
## BRITISH COLUMBIA, CANADA

### Dena Kayeh Institute

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Dene Kéh Kusn Kaska Indigenous Protected and Conserved Area

**AWARDED AMOUNT:** \$45,000



## CALIFORNIA

### Save California Salmon

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Restoring California's Salmon Strongholds

**AWARDED AMOUNT:** \$40,000

### Mount Shasta Bioregional Ecology Center

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Defend Sáttítla Highlands National Monument

**AWARDED AMOUNT:** \$45,000

### Ridges to Riffles Indigenous Conservation Group

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Securing Instream Flows Necessary for Klamath Ecosystem Restoration

**AWARDED AMOUNT:** \$40,000



## COLORADO

### Dolores River Boating Advocates

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Dolores River Canyon Country (DRCC) Protection Campaign

**AWARDED AMOUNT:** \$30,000

## GEORGIA

### The Nature Conservancy of Georgia

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Thompson Farm Acquisition Project

**AWARDED AMOUNT:** \$20,000

## INDIANA

### Indiana Forest Alliance

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Protecting Wilderness in the Midwest

**AWARDED AMOUNT:** \$20,000

## MONTANA

### Wild Montana

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Protecting Southwest Montana's Gallatin and Madison Ranges

**AWARDED AMOUNT:** \$35,000



### Wild Montana

**GRANT TYPE:** Priority Campaign

**PROJECT NAME:** Public Lands Grab Defense

**AWARDED AMOUNT:** \$35,000

## MINNESOTA

### Northeastern Minnesotans for Wilderness (dba Save the Boundary Waters)

**GRANT TYPE:** Priority Campaign

**PROJECT NAME:** Protecting the Boundary Waters

**AWARDED AMOUNT:** \$60,000

## NORTH CAROLINA

### Southern Appalachian Highlands Conservancy

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Deaverview Mountain

**AWARDED AMOUNT:** \$20,000

## NEW MEXICO

### New Mexico Wilderness Alliance (NMWild)

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Preserving New Mexico's Last Free-Flowing River

**AWARDED AMOUNT:** \$35,000

### Nuestra Tierra Conservation Project

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Gila Wild & Scenic Designation

**AWARDED AMOUNT:** \$30,000

## NEVADA

### Theodore Roosevelt Conservation Partnership

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Ruby Mountains Protection Campaign

**AWARDED AMOUNT:** \$40,000



## OREGON

### Columbia Land Trust

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Mt. Hood Oaks Acquisition

**AWARDED AMOUNT:** \$30,000

### Wild Salmon Center

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Stand Tall Oregon Campaign

**AWARDED AMOUNT:** \$35,000

## WASHINGTON

### Washington Wild

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Washington Outstanding Resource Waters Designation

**AWARDED AMOUNT:** \$40,000



### Trout Unlimited

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Removing Enloe Dam to Prevent Salmon Extinction and Restore Tribal Resources

**AWARDED AMOUNT:** \$45,000



### Methow Valley Citizens Council

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Great Northwest Forests

**AWARDED AMOUNT:** \$40,000

## WASHINGTON, D.C.

### The Wilderness Society

**GRANT TYPE:** Priority Campaign

**PROJECT NAME:** Defend our Public Lands Campaign

**AWARDED AMOUNT:** \$15,000

## WYOMING

### Wind River Tribal Buffalo Initiative

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Arapaho Herd Management Support - Range Unit 24 Expansion

**AWARDED AMOUNT:** \$45,000



### Wyoming Wildlife Federation

**GRANT TYPE:** Member Directed

**PROJECT NAME:** Migration Corridor Conservation

**AWARDED AMOUNT:** \$40,000

## OTHER

### Western Energy Project

**GRANT TYPE:** Discretionary Grants

**PROJECT NAME:** Tracking oil and gas development in Intermountain West

**AWARDED AMOUNT:** \$20,000

### Advocates for the West

**GRANT TYPE:** Discretionary Grants

**PROJECT NAME:** Defending Public Lands from Trump Administration Threats

**AWARDED AMOUNT:** \$20,000

# Confluence Program

WE LAUNCHED THE CONFLUENCE PROGRAM TO INTENTIONALLY CONNECT TCA AND ITS MEMBERS TO HISTORICALLY RACIALLY MARGINALIZED PEOPLE.

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## 2025 Cycle

These two-year Confluence grants were awarded in 2025 and will be completed in 2027.

### ALASKA

#### Sovereign Iñupiat for a Living Arctic (SILA)

**PROJECT NAME:** Safeguarding Arctic Wildlife and Indigenous Stewardship

**AWARDED AMOUNT:** \$20,000

### ARIZONA

#### Seeds of Harmony, Inc.

**PROJECT NAME:** Restoring and Protecting Lukachukai Creek Headwaters

**AWARDED AMOUNT:** \$20,000

### BRITISH COLUMBIA, CANADA

#### Wilps 'Wii K'aax

**PROJECT NAME:** Wilps 'Wii K'aax Territorial Stewardship Initiative

**AWARDED AMOUNT:** \$50,000

### CALIFORNIA

#### Atsapáq

**PROJECT NAME:** Protect Kw'tsán

**AWARDED AMOUNT:** \$50,000

### GEORGIA

#### Ocmulgee National Park and Preserve Initiative

**PROJECT NAME:** Ocmulgee River Corridor Conservation and Cultural Restoration

**AWARDED AMOUNT:** \$100,000

### MINNESOTA

#### Giniw Collective (fiscally sponsored by Unkitawa)

**PROJECT NAME:** LandBack, LakeBack

**AWARDED AMOUNT:** \$100,000

## 2024 Cycle

These two-year Confluence grants were awarded in 2024 and will be completed in 2026.

### CALIFORNIA

#### Esselen Tribe of Monterey County

**PROJECT NAME:** Esselen Return: Restoring Land and Water, Reviving Tradition

**AWARDED AMOUNT:** \$100,000

#### Sacred Places Institute for Indigenous Peoples

**PROJECT NAME:** Geja Interstakeholder Advisory Committee

**AWARDED AMOUNT:** \$100,000

### NORTH AND SOUTH CAROLINA, GEORGIA & FLORIDA

#### Gullah/Geechee Sea Island Coalition

**PROJECT NAME:** Gullah/Geechee Saving Environmental Actions & Marine Environment

**AWARDED AMOUNT:** \$100,000

### VIRGINIA

#### NDPonics

**PROJECT NAME:** Oheki Mandukai (Turkey Mountain Project)

**AWARDED AMOUNT:** \$100,000



## 2023 Cycle

These two-year Confluence grants were awarded in 2023 and were completed at the end of 2025.

### ALABAMA

#### Alabama River Diversity Network

**PROJECT NAME:** Reimagining Public Land Usage in the Alabama Black Belt for Landscape Scale Conservation Planning

**AWARDED AMOUNT:** \$100,000

### CALIFORNIA

#### Northern Chumash Tribal Council

**PROJECT NAME:** Implementing Traditional Ecological Knowledge in National Marine Sanctuary Management

**AWARDED AMOUNT:** \$100,000

### NEVADA & OREGON

#### People of Red Mountain

**PROJECT NAME:** Protection of Sacred and Environmentally Sensitive Landscapes in the McDermitt Caldera

**AWARDED AMOUNT:** \$100,000

### SOUTH CAROLINA

#### Battery Island Drive Neighborhood Association

**PROJECT NAME:** Beefield Community Park

**AWARDED AMOUNT:** \$100,000



# Government Affairs & Advocacy

TCA supported major conservation advances across the country in 2025. We helped advance the designations of Chuckwalla National Monument and the Sáttítla Highlands National Monument. We also successfully fought off the effort to sell off public lands in the House and Senate budget reconciliation bills.

We launched Brands for Public Lands, a coalition of businesses strategically focused on building a collective defense against the significant, current threats to our public lands system. By the end of 2025, this coalition comprised 162 brands across 30 states, representing more than 72,400 employees and over 20.1 billion dollars in revenue. Throughout the year, TCA and Brands for Public Lands members participated in 78 lobby meetings, engaging policymakers across the political spectrum and demonstrating that companies view public land protection as essential to economic

health, workforce recruitment, and outdoor industry supply chains.

We also created the Business Advocacy Network, an initiative to empower employees of member companies with real-world advocacy skills, leadership development, and direct involvement in critical conservation efforts on behalf of the business community. The inaugural cohort included fourteen participants from 13 member companies.

Grassroots support also surged as we piloted our first employee advocacy program opposing the Roadless Rule rescission, and over 100 brands mobilized around the public lands sell off proposal. Together, they showed that conservation has broad backing from businesses and communities alike.



BRAYE BOARDMAN/GEORGIA DNR

## Priority Campaign Updates

In 2025, we prioritized seven land and water conservation opportunities that were urgent, vital and in need of national attention. Priority campaigns and grantees on-the-ground receive additional resources from TCA and member companies in the form of special projects, meetings with decision makers or lobbying trips to DC, funding for in-person events or paid marketing, and more.

### 1. Defending the Roadless Rule

Inventoried Roadless Areas (IRAs) include some of America's most well-known landscapes and are largely free from roads and other development. They are the anchors of communities that rely on them and significant contributors to the \$1.2 trillion outdoor recreation industry. Roadless Areas are protected under the Roadless Rule, which was implemented in 2001. In the summer of 2025, the U.S. Department of Agriculture (USDA) announced a review and consideration of full rescission of the Roadless Rule. In 2025, TCA mobilized the business community" instead of "outdoor business community TCA organized nearly 100 brands to submit a letter to the USDA and Forest Service during the scoping comment period, held meetings with decision makers, and led a storytelling campaign highlighting the economic benefits of maintaining the Roadless Rule and keeping our nation's IRAs protected.

### 2. Defending D-1 Lands in Alaska

Alaska's D-1 lands harbor some of the largest intact landscapes left in the country, and are home to world class recreational resources for packrafting, photography, hiking, hunting, angling, and other outdoor activities in a setting as wild and remote and anywhere left in the world. These 28 million acres of land have proven crucial to driving the powerful recreation and tourism economy for the state of Alaska for decades. In 2024, TCA worked alongside members, grantees, and tribes in one of the largest conservation victories in the nation's history to protect the D-1 Lands. In 2025, we prepared for an administrative effort to undermine protection for Alaska's public lands, endangering the state's economy, the wellbeing of communities that rely on these lands, and long-term efforts to support the state's unique biodiversity. TCA worked with TCA members, partner organizations, and on-the-ground partners to develop and deploy messengers to highlight the various values of the landscape, and apply pressure on administrative decision-makers to ensure the region remains withdrawn from

extractive activities.

### 3. Public Lands Grab Defense

A number of congressional, administrative, and judicial efforts have recently been waged against the American people in an attempt to seize and sell our public lands to special interests. This agenda to erode bedrock land management laws and privatize public lands threatens the nation's powerful \$1.2 trillion outdoor economy. If transferred from federal jurisdiction to states, real estate developers and the extractive industry would benefit at America's collective expense. Efforts to transfer or privatize public lands ultimately undermine the very notion that federal lands are owned by the American people and managed by federal agencies, a privilege that has benefitted generations of outdoor enthusiasts in every corner of our country. Ultimately this will endanger outdoor access, conservation efforts, and economic vitality for communities reliant on outdoor recreation. In 2025, TCA galvanized members and partners to ensure efforts to privatize or sell-off major swathes of public lands were met with commonsense, economic arguments that result in public lands staying in public hands.

### 4. Defending Baaj Nwaavjo I'tah Kukveni – Ancestral Footprints of the Grand Canyon National Monument / Antiquities Act

The Baaj Nwaavjo I'tah Kukveni – Ancestral Footprints of the Grand Canyon National Monument was designated by former President Biden in 2023. Widely supported by the local community, this monument permanently protected nearly one million acres of public land adjacent to and surrounding the iconic Grand Canyon National Park. It also protects sacred homelands for surrounding tribes as well as the critical Colorado River watershed. The monument ensures exceptional outdoor recreation opportunities in the area. In 2025, this national monument – alongside many others across the American west – faced threats of rollbacks from the Department of the Interior under President Trump, including publicly-released legal arguments prepared to undermine the Antiquities Act. The Baaj and Grand Canyon landscapes are significant drivers of Arizona's recreation economy, and rolling back protections threatens the wellbeing of community members, small businesses reliant on the health of this ecosystem, and the country's \$1.2 trillion outdoor economy. TCA has worked with its members and grantees to elevate the importance of the BNIK National Monument, its value to the local economies, and its significance as one of the most visited and beloved landscapes in the country.

## 5. Protecting Boundary Waters

The Boundary Waters Canoe Area Wilderness is the most-visited wilderness in the country. Its pristine waters and unspoiled forests include critical wildlife habitat and offer unmatched recreational opportunities for canoeing and portaging as well as camping, fishing, paddling, dog sledding, hunting, and hiking. The area supports the people and economies of surrounding communities. After decades of advocacy to protect the Boundary Waters, the Department of the Interior announced a 20-year mining ban on federal lands surrounding the area in 2023. Safeguarding this vast and wild boreal forest and lakeland recreation treasure from copper mining is critical to the environment and the regional economy. With the changing of the administration in Washington, D.C., this mining ban is endangered. In 2025, TCA worked with members and grantees to highlight the economic benefits of recreation and conservation in the Boundary Waters. We elevated the business voice to ensure that decision makers upheld protections, supported existing legislative opportunities to permanently protect the region, and oppose efforts to open the region to mining.

## 6. Protecting the Owyhee Canyonlands

Oregon's Owyhee Canyonlands cover over 4.5 million acres of remote public lands, rich in biodiversity and critical habitat for over 200 species. The region offers generous opportunities for hunting, fishing, and other recreational activities. Unfortunately, the region is threatened by fires, invasive species, increasing development and unmanaged recreational pressures impacting the wellbeing of the landscape. In partnership with business members and grantees, TCA has highlighted the recreational and economic value of this region to secure permanent protections, which will help drive the state's \$8.4 billion outdoor recreation economy.



## 7. Restoring the Snake River

The four dams on the Lower Snake River have disrupted native salmon and steelhead ecosystems for decades. This has caused rapid species decline and significantly impacted the subsistence fishing rights of Native communities and the recreational fishing industries of the Pacific Northwest. A locally-driven coalition is advocating for solutions that will give these fish a fighting chance to survive, honor commitments made to Columbia and Snake River basin tribes, and set the Northwest on track to invest in modernizing alternative methods of clean energy, transportation, irrigation, and recreation opportunities. As the Administration announced rolling back resources and plans to explore the feasibility of restoration in 2025, The Conservation Alliance continued work with its member companies, grantees, and tribes to advocate at the state and federal levels for a solution that supports habitat recovery, boosts the outdoor recreation economy throughout the region, and prioritizes the voices of nearby tribal communities.





# Pinnacle Membership

PINNACLE MEMBERS BELIEVE THAT THE FUTURE  
DEPENDS ON A HEALTHY PLANET.

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There were ten brands with Pinnacle membership in 2025: Atlantic Packaging (new as of 2025), BMO, KEEN, Osprey, Patagonia, Peak Design, Public Lands Fund, REI Co-op, The North Face, and Wyld (new as of 2025). We encourage all brands to consider joining us at this level of support.





# Membership

WE WELCOMED 18 NEW MEMBERS IN 2025,  
INCLUDING 1 THAT JOINED AS A PINNACLE MEMBER.

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## 2025 Members

37.5 Technology (Cocona Labs)

49th State Brewing

50/50 Goods

5DayDeal.com

A Snail's Pace Running Shop

Abel

Ablis

Adidas Terrex / Five Ten

Adventure Labworks

Adventure Travel Conservation Fund

AdventureKEEN

Airflo

All Good

Alpacka Raft

Altra Footwear

Arc Initiatives

Arc'teryx

ARTA River Trips

Astronaut Foods

Atlantic Packaging

B.Colective

Backbone Media

Backpacker's Pantry

Bedrock Sandals

Belinda Sanda Sales

Bell & The Whistle

Bemis

Bergreen Photography

Bernier

Best Day Brewing

Better Trail

Better World Products

Black Diamond Equipment, Ltd.

BLDG Active

Blue Planet Outdoors / Earthwild

Bluesign Technologies AG

BMO

BOCO Gear

Bonfire Collective

Bronwen Jewelry

Brooks Running

Broudy Donohue Photography

BWdB

Camp Catskill

Canadian River Expeditions

Cheeky Fishing

Civic Shout

Colorado Spice

Columbia Sportswear Company

Day Fire Company

Duct Tape Then Beer

EARTHWELL

Emerger Strategies

Eventus Experiential

Exact Change

Experience Momentum

ExpertVoice

Farm to Feet

Fins Outdoors

Fisher Creative

FishHound Expeditions

FjallRaven

Flickr

Fresh Off the Grid

Good To-Go

GORE-TEX

Grabber, Inc.

GRAYL

Greenspace

Gregory Mountain Products

GSI Outdoors

GU Energy Labs

Happsy

Helly Hansen

HEST

Hiemal32

High Mountain Creative

HOKA

House on Metolius

Hydaway

Hydro Flask

Ibex

Idaho River Adventures

Injinji

International Alpine Guides

IPA Connect

Jimmy Chin Photography

Juniper Ridge

Kahtoola

KEEN

Kelty

Kiitella

Klean Kanteen  
La Sportiva  
LangeTwins Family Winery  
Last Exit Goods  
Lotus Blooming Herbs  
LyteYear  
Maluti  
Mercantile Commerce  
Mighty in the Midwest  
Mountain Sports Flagstaff  
MSR  
MtnStuff  
NEMO Equipment  
Neuro  
New Belgium Brewing  
Nikwax  
Nite Ize  
Nomadix  
Northwest River Supplies - NRS  
Noto Group  
Nuun  
Oboz  
On  
OneUp Components  
OSM  
Osprey Packs  
Outdoor Industry Association  
Outdoor ProLink  
Outdoor Research  
Outdoor Tech  
Pachner & Associates, LLC Insurance  
Brokers & Consultants  
Pacific Watch Company  
Parks Channel  
Patagonia

Peak Design  
Perpetual Motion NW  
Peter McBride Productions  
PIRIC  
Planetary Design  
PolyCore  
Port Side Productions  
Premiums for the Planet  
Prepped Outdoor Accessories  
Press Forward PR  
Public Lands Fund  
Puddle Creative  
Pure Project  
Rab  
RecPak  
REI Co-op  
RepYourWater  
Revolution House Media  
Righteous Felon Craft Jerky  
Rivian  
Rogue Heart Media  
Royal Robbins  
Rumpl  
Runner Girl Races  
rygr  
SAXX Underwear  
Sea to Summit  
Shār Snacks  
Shift Advantage  
Simms Fishing Products  
SITKA Gear  
SlingFin  
Smartwool  
SmugMug  
Stanley 1913

Stio  
Studio Malt  
Superfeet  
Sven-Saw  
Teva  
The Arbor Collective  
The Futurist Project  
The Gear Fix  
The Good Collective  
The North Face  
The Running Event and Switchback  
Therm-a-Rest  
Toad&Co  
Topo Athletic  
TOPO Collective Benefit Corporation  
Trail Butter  
Tread Labs  
Trew  
TripOutside.com  
True Blue Strategies  
Two Trails  
Vallerret Photography Gloves  
Verde Brand Communications  
Visit Bend  
WeDrawn  
Wheatless Wanderlust  
Wild Idea Media  
Wildland Policy Institute  
Wildland Trekking Company  
Wyld  
YETI  
Zephyr Adventures  
Zodiac Event Displays  
Zumiez

# Staff and Board

## 2025 Board

**Annie Nyborg**

**PEAK DESIGN**

Head of Environmental and Social Impact

*Chair*

**Misha Charles**

**MALUTI SKINGEAR**

Founder

*Board Vice Chair*

**Lindsey Davis**

**SITKA GEAR**

Director of Conservation & Advocacy

*Secretary*

**Jim Swanson**

**COLUMBIA SPORTSWEAR COMPANY**

CFO

*Treasurer*

**Alicia Harvie**

**REI CO-OP**

Manager, Cooperative Action Network

**Ben MacAskill**

**AWESOME (FLICKR/SMUGMUG)**

President & COO

**Carol Shu**

**THE NORTH FACE**

Sr Manager, Global Sustainability

**Dana Villeneuve**

**NEW BELGIUM BREWING**

Policy, Advocacy & Sustainability

**Julia Stamps Mallon**

**EVENTUS EXPERIENTIAL**

Founder/CEO

**Keith Shattenkirk**

**PATAGONIA INC.**

Program Officer, Healthy Lands & Waters

**Lauren Hood**

**KEEN FOOTWEAR**

Senior Sustainability Manager

**Russ Rowell**

**KELTY**

SVP / GM

**Soraya Shattuck**

**ADVENTURE TRAVEL CONSERVATION FUND**

Executive Director

**Wes Carter**

**ATLANTIC PACKAGING**

President

## 2025 Staff

**Paul Hendricks**

Executive Director

**Kelly Campbell**

Senior Director of Operations and Finance

**Rebecca Gillis**

Vice President of Government Affairs and Advocacy

**Carla Fox**

Membership Director

**Kim Paymaster**

Grant Program Director

**Lilly Zoller**

Director of Marketing and Communications

**Monica Nordgren**

Marketing Manager

**Katie Johnson**

Campaigns and Engagement Manager





**The Conservation  
Alliance**