



Washington **Wild**

SPRING NEWSLETTER 2012

The Economics of Wild Places

**The Link Between Conservation and Jobs
Connected to the Outdoors**

Washington Wild

Staff

Nalani Askov

Executive Director

Nancy Osborn Nicholas

Interim Executive Director

nancy@wawild.org

Tom Uniack

Conservation Director

tom@wawild.org

Kimberly Adank

Membership and

Development Director

kim@wawild.org

Zac Eskenazi

Conservation Associate

zac@wawild.org

Christine Scheele

Volunteer Coordinator

christine@wawild.org

Catherine Moore

Office & Database Assistant

cmoore@wawild.org

Erin Peterson

Telephone Outreach Organizer

erin@wawild.org

Board of Directors

Roger Mellem, President

Doug North, Vice President

Brad Meissner, Treasurer

Carla Villar, Secretary

Gregg Bafundo, Board Member

Barak Gale, Board Member

Karl Hebert, Board Member

Adam Lenhardt, Board Member

Kelly Rula, Board Member

Dear Friends,

My name is Nancy Osborn Nicholas and I have the pleasure of serving as the Interim Executive Director while Nalani Askov is on temporary leave. It is my privilege to work with an organization that is dedicated to protecting and restoring our wild lands and waters – the foundation of what makes living in Washington State so very special.

Growing up in Washington, respect for the lush beauty of our forests, mountains and waters, was almost taken for granted. Under Governor Dan Evans, conservation was made part of our state ‘brand’ and conservation camp became a ‘right of passage’ for many of us moving from sixth grade to seventh. We were encouraged to bring tree saplings home and plant them in our backyard – watching them grow as we identified with them and our forests. Forest management, logging, and mills were a significant part of Washington’s economy, and that was how we viewed the economic contribution of our wild forests.

Today, we know better. The economics of wild places are not only big business, they are good *for* business. Just ask Kara Stone, general manager of the Seattle REI flagship store. REI has built a successful business model by recognizing that their “employees and members have a symbiotic relationship with nature” and “that sustainability of our business is reliant on the wild places that inspire us to get outside.”

Too often protecting and restoring our wilderness heritage has been pitted against the needs of the economy – especially the need for jobs. Earth Economics, a nonprofit organization that researches and applies economic solutions to conservation, works to help communities shift away from the failed economic policies of the past, towards an approach that is both economically viable and environmentally sustainable. In this issue, we are exploring the economic roles our wilderness areas play in the Washington State economy.

Residents and visitors seek out Washington’s wild forests and free-flowing rivers to hike, swim, fish, camp and hunt. Local communities have built their economies around serving these visitors with their easy access to this outdoor wonderland. Our abundant wild lands and waters and the active outdoor lifestyle they promote are key recruitment tools for high-tech industries seeking to attract the most skilled professionals.

Business leaders, local governments and state economic and natural resources agencies acknowledge the same interdependent economic relationship with our wild lands and waters. Whether it is the fresh drinking water supplied by the pristine watersheds of the Olympics and Cascades, negating the need for expensive local water filtration systems, or local businesses like Cascade Adventure Guides and Outdoor Adventures providing world class recreational opportunities, our wild forests and rivers play an integral part of our economy in ways we rarely think about.

The business of protecting what we have and restoring what we have lost is what your support of Washington Wild provides. Thank you for sharing your passion for the wildest lands and waters of Washington State. It is truly a pleasure to share in this work with you.

Best regards,

Nancy Osborn Nicholas
Interim Executive Director





Mt. Dickerman, photo courtesy of Rick Hawkinson

Wild lands and waters are priceless. Or are they?

While many people certainly understand the intrinsic value of Washington State’s wild lands and waters, the economic viability and power of these wild places also contribute widely to our industry, resources, and tourism. Throughout our diverse state, many ecosystems and their abundant natural resources have an immense impact on our way of life, above and beyond what many realize.

ECONOMIC POWER OF WILD PLACES IN ADVERTISING:

Picture this: a sleek, sexy sports cars hugging curves, effortlessly speeding through winding mountain roads as rays of sunlight burst through onto the car’s (obviously) newly waxed exterior. Backdrops of wide-open spaces bring to mind the call of the open road, of Western open spaces, of the American dream of elbow room and freedom.



Heart Lake and Spirea, Olympic National Park (Mike Quinn)

revels in the viewpoint and the beautiful scenery, she rewards herself with an organic, healthy snack – one that viewers now suddenly associate with wild places and waters.

We see the use of wild places and waters in advertising, and it has become apparent that the public is drawn to these types

Another scenario: a woman pushes her mountain bike through steep passes, zipping past rocky outcrops and towering trees. She arrives at her destination, an unspoiled, untouched mountain lake. As she

of advertisements. It is smart advertising – and we respond well to it. We want to feel close to wild places, and advertisers understand the power and freedom associated with these special places.

ECONOMIC VIABILITY OF WILD PLACES:

But the natural goods and services that come out of wild places are what really impact Washington’s economy. Studies have explored the economics of pristine forests and free flowing rivers in the state, particularly in the Puget Sound Basin and the Skykomish Watershed, which includes protected wild areas such as the Wild Sky Wilderness, Henry M Jackson Wilderness, and Alpine Lakes Wilderness.



North Fork Skykomish River (Thomas O’Keefe)

Earth Economics, a non-profit out of Tacoma, WA that aims to provide sound economic analysis of environmental areas, recently released reports about the value of nature in these wild places. In Earth Economics’ study, “Nature’s Value in the Skykomish Watershed,” it is explained that “by reducing the frequency and severity of floods, supplying water, buffering climate instability, supporting fisheries and food provisioning, maintaining critical habitat, enhancing recreation and providing waste treatment, among other benefits, the Skykomish Watershed ecosystems provide between \$245 million and \$3.3 billion in benefits to the regional economy every year.”¹

Wild places offer significant economic benefits to the marketplace that sometimes are overlooked. Intact forested watersheds associated with the North and South Fork Skykomish River provide ecosystem services, including fresh air, clean

water and its filtration systems, and protection from floods. These services provide a continual stream of benefits over time, and are fundamental to the economic stability of the local communities within the watershed. These intact ecosystems also offer such goods as fish, timber, and agricultural products.

Wild lands and waters have a strong impact on even our most populated places like the Puget Sound Basin, which is home to more than 3.3 million people. The study, “Puget Sound: Washington State’s Best Investment,” notes that “nearly 71% of all jobs and 77% of total income in Washington State are found in the Puget Sound Basin”, and of these, “over 100,000 jobs are considered “green jobs”...contributing to energy efficiency, renewable energy, environmental restoration, pollution reduction, and environmental awareness.”²

According to the study, “Businesses are recruiting talented employees by promoting access to beautiful, nearby public lands.” Companies such as Microsoft, Google, and Amazon attract workers through the clean environment and recreational opportunities.

WILD PLACES AND THE OUTDOOR AND RECREATION ECONOMY:

Julie Anderson, coordinator and guide for Cascade Adventure Guides in Everett, WA, leaves little doubt about the importance of wild places on her business. “Without any wild lands or waters, we would not have a business,” she said. “We wouldn’t have anywhere to take people to show them what western Washington has to offer, off the beaten path.”



Cascades Adventure Guides staff and clientele

For Julie and her husband, Erik Anderson, working in the wild places of Washington was always a lifelong dream. Both grew up in northern Minnesota, spending time in the remote Boundary Waters, on the shores of Lake Superior. Erik and Julie dreamt of being able to take people out into wild places and teach them about the skills of leave-no-trace camping and hiking. After the pair purchased Cascade Adventure Guides two and a half years ago, they found what they were after. Cascade Adventure Guides offer a multitude of opportunities for customers to enjoy Washington’s wild places and waters, from day-hiking trips to snowshoe excursions, from mountaineering courses to rock-climbing expeditions for adventure enthusiasts and families alike.

“We wanted to have the opportunity not just for ourselves to experience Washington and its wilderness, but to be able to teach people to be self-sufficient and leave it for the future,”

For Julie and her husband, Erik Anderson, working in the wild places of Washington was always a lifelong dream. Both grew up in northern Minnesota, spending time in the remote Boundary Waters, on the shores of Lake Superior. Erik

In a 2011 letter to President Obama, signed by more than 400 scientists, expounded on the importance of wild lands and waters to the country’s economy. This letter detailed statistics to further the understanding that our wild places are very economically beneficial:

» Wilderness is associated with rapid population, income, and employment growth relative to non-Wilderness counties. Services jobs are increasingly mobile, and many entrepreneurs locate their businesses in areas with a high quality of life.

» A study of 250 non-metro counties in the Rocky Mountains found no evidence of job losses associated with Wilderness and no evidence that counties more dependent on logging, mining, and oil and gas suffered job losses as a result of Wilderness designation.

Julie Anderson said. “Ten years from now, we can bring kids to the same places and show them that [the places] look exactly the same, and the kids can enjoy it exactly as it was.”

For Bill Corson, owner of Outdoor Adventures, based in Index, WA, Washington’s wild places gave him the opportunity to get kids out into nature. With more than three decades of experience in working in the outdoor and recreation industry, Corson’s business has reached countless people in the pursuit of wild places.

“I just don’t think we could function without those places,” Corson said. “It takes away the entire reason for why people get out to do what we do. This isn’t Disneyland, we get them out there to teach about what’s in the river and the trees around it. We do a lot of education.”

Outdoor Adventures’ headquarters is on the North Fork Skykomish River, on the boundary of the Wild Sky Wilderness. Their clientele includes at-risk youth, but Corson explained that families and individuals with a huge range of experience have also



Outdoor Adventure rafting (Bill & Karen Corson)

come along on the many hiking, backpacking, snowshoeing, kayaking, and myriad other expeditions that Outdoor Adventures offers. Corson’s business is family-wide, and promotes stewardship and the love of wild places.

We are fortunate to live in a diverse state that offers so much opportunity from our natural resources and wild places. Whether through economic opportunities, advertising power, or the outdoor and recreation industry, the wild lands and waters in Washington State contribute significantly to our quality of life. Without these wild places, we would miss out on billions of dollars of economic opportunities and natural resources.

1 Schmidt, R., Batker, D., Harrison-Cox, J. 2011. Nature’s Value in the Skykomish Watershed: A Rapid Ecosystem Service Valuation. Earth Economics, Tacoma, WA.

2 Batker, D., Christin, Z., Harrison-Cox, J., Rapp, J. 2012. Puget Sound: Washington State’s Best Investment. Earth Economics, Tacoma, WA.



Condit Dam (Tom O'Keefe)

The Link Between Conservation and Jobs

“In Washington State, industries that depend on conservation, including hunting, fishing, harvesting, wildlife watching, and other forms of recreation, generate \$4.5 billion in annual economic activity, and total more than 60,000 jobs. Dams, legacy roads, and salmon recovery are all critical aspects of conservation that create jobs here in Washington.”

DAMS

In the fall of 2011, the National Park Service, the Bureau of Reclamation, and the Lower Elwha Klallam Tribe, along with local, state, environmental, and public interest groups, began the process of deconstruction and removal of two decommissioned dams on the Elwha River in Olympic National Park: the Elwha Dam and the Glines Canyon Dam. Dismantling the Elwha Dam is the largest dam removal project in our country's history.

Dam removal is essential to restoring fish habitats, migratory patterns, and spawning grounds. The removal of these two dams will open 70 miles of river habitat for three species of salmon that are native to the Elwha River: Chinook, steelhead, and bull trout, all three of which are currently listed as threatened on the Endangered Species List. As these critical salmon runs are reopened and all five Pacific salmon species return, salmon populations are expected to increase from 3,000 to almost 400,000, close to their pre-dam numbers.



Elwha Dam removal (Tom O'Keefe)

Dam removal creates jobs in a few different ways. Dismantling the dam means jobs for engineers, (de)construction workers, and heavy equipment operators. Once the dam structures have been removed, there will be jobs in habitat restoration, tourism and recreation, and, once salmon populations have recovered, fishing. The Elwha River dam removals are expected to create between 1,150-1,240 jobs for dam removal, deconstruction, river and habitat restoration, and an increase of approximately 2,000 jobs in outdoor recreation and tourism in Clallam County.

LEGACY ROADS

There are nearly 400,000 miles of roads crisscrossing our national forests. That equates to *two and a half times* the

entire federal highway system. Here in Washington, there are about 22,000 miles of US Forest Service (USFS) roads, much of them lingering from the peak timber harvests of decades past. Our forest roads need to be maintained, but the USFS currently faces a backlog of road maintenance that is upwards of \$8 billion nationwide with at least \$300 million in Washington State. Legacy roads are those that have fallen into disrepair, and such roads can have significant negative impacts on forest watersheds by blocking fish migration patterns if inappropriate culverts are used or are blocked with debris. Unmaintained or blown-out culverts can damage already dwindling salmon runs, habitats, and spawning grounds, and sediment from legacy roads can smother fish eggs. Landslides from damaged roads also degrade drinking water supplies to communities in the watershed.

Reclaiming legacy roads through decommissioning and maintenance is one of the best ways to restore healthy watersheds, maintain access to these lands and waters, and to create jobs in rural areas. Washington Wild is a member of the Washington Watershed Restoration Initiative (WWRI), a coalition of environmental and outdoor recreation groups, tribes, and state agencies with the goal of maintaining and reclaiming forest roads to reestablish healthy ecosystems.



Lebar Creek, Olympic National Forest (Tom Iraci)

The WWRI was instrumental in building the case for funding the federal Legacy Roads and Trails Remediation Initiative (LRT), which began in 2008. In the first four years of the program, the LRT provided \$225 million nationwide for forest road repair, of which Washington State received \$17.7 million. Throughout Washington this funding was used to repair 1,268 miles of forest roads, decommission 166 miles of obsolete roads, construct 9 bridges, and repair 24 culverts to allow for fish passage. All of this work has created over 100 rural jobs each year for construction workers, heavy equipment operators, geologists, GIS technicians, engineers, habitat restoration, outdoor recreation, and tourism.

SALMON RECOVERY

During the 1980's the salmon industry on the Pacific coast employed 80,000 people and was valued at over \$1 billion annually. But due to habitat destruction, overfishing, pollution from land-use, and dams, salmon populations in the northwestern U.S. have plummeted. The Nooksack Salmon Enhancement



NSEA staff and volunteers.

Association (NSEA), based in Bellingham, WA, joins forces with partners and community members to help restore wild salmon runs in Whatcom County. NSEA has completed more than 120 restoration

projects over 15 miles of local streams, which address habitat degradation by planting native trees and shrubs, constructing fences to keep livestock from damaging riparian zones, restor-

ing in-stream habitat for salmon by adding gravel and large woody debris, and by stabilizing eroding stream banks.

Between July 1, 2010 and June 30, 2011, NSEA generated almost \$2.5 million in funding to carry out habitat restoration projects. According to NSEA's program coordinator, Annitra Federer, "with these funds, we have been able to create jobs here in Whatcom County – there are four of us permanently employed at NSEA, and we contract with hundreds of businesses and individuals each season to accomplish these projects."

Whether it's removing dams, decommissioning legacy roads, or restoring salmon habitat, each of these areas of conservation brings about important jobs in multiple facets. While organizations like NSEA restore riparian areas for salmon and other wildlife, Washington Wild works to protect upper watersheds and rivers through wilderness and wild and scenic river designations. We believe in protecting what we have and restoring what we have lost for the future of our wild places – and for all of the people who depend on them.

Connected to the Outdoors

By Kara Stone, General Manager of the REI Flagship Store, Seattle, WA

At REI, our employees and members have a symbiotic relationship with nature. Our collective happiness as outdoor enthusiasts as well as the sustainability of our business is reliant on the wild places that inspire us to get outside. With that comes the purpose that drives our efforts as an organization - which is "to inspire, educate and outfit for a lifetime of outdoor adventure and stewardship." It is this mission that guides our efforts at every level, from our beloved green vested employees on the sales floor to our senior leadership team strategically driving the company's future.

From REI's humble beginnings in 1938, the co-op has always had a clear understanding that our existence is dependent on the preservation of, and personal connection to, our public lands. That's why we provide opportunities for hands-on stewardship that links our community physically to the land, be it a local park or a state forest. There is nothing more satisfying than seeing the spark of ownership in the eye of an adult or child after building a trail, or clearing away an acre of invasive species from a park. This work is done in partnership with the many important non-profits and other companies committed to conservation.

Here in the Evergreen State we are fortunate to have a wide range of local parks and trails – and we are surrounded by an abundance of natural wonders that welcome every level of outdoor pursuit, from casual to courageous. When taking inventory of our natural assets, our great state has the temperate rainforests of the Olympic Peninsula, the Ponderosa park



Kara Stone riding in Salida, photo courtesy of Kara Stone.

lands of the eastern Cascades, the raging rivers flowing freely from the mountains, snow-capped peaks and pristine alpine lakes.

It is apparent that residents of Washington have much to be proud of and have a lot to protect, both environmentally and economically.

According to a 2006 Outdoor Industry Association study, outdoor recreation contributes more than \$11.7 billion annually to the state's economy, supports 115,000 jobs and generates \$650 million in annual state tax revenue. These economic metrics are fueled by local residents who hike, bike, camp, hunt, fish, climb, horse-pack, paddle and ski in places like South

Quinault Ridge on the Olympic Peninsula, the Kettle River Range in the Colville National Forest or the Dark Divide between Mt St Helens and Mt Adams. Each year, more than three million Washington residents actively participate in outdoor recreation. We know them well; our employees across the state work hard to provide them the best in outdoor gear and expertise every day.

Further underscoring the economic benefits associated with the great outdoors, visitors flock to destinations across our state, spending their hard earned money on food, lodging, local outfitters, and other services in our local communities. This is due largely to the lure of camping and hiking in our stunning national parks, paddling Class V rapids on the Skykomish River, fishing for salmon on the Olympic Peninsula, or trekking along the Pacific Crest Trail.

As employers, we also understand that our ability to hire the best talent depends in part on access to outdoor recreation.

We are a conduit to a true work-life balance and an active lifestyle. If you spent time with a group of REI employees, you would immediately see and experience the many benefits that time in the outdoors brings to our teams nationwide. Washington is where many of our employees choose to work and play, as the proximity to these wild places enhances the quality of life for them and their families. This is part of the reason why this region is so attractive to the many outdoor industry companies that call the Pacific Northwest their home.

Members of the outdoor community feel a sense of responsibility to showcase corporate stewardship for our industry. We fund and support the protection of our wild lands and waters for current and future generations. We do this through partnering with many, many organizations that, in turn, work hard to protect our wild forests, free flowing rivers, and world class recreational opportunities.

REI and others in the outdoor industry recognize the need to give back in support of the lands, rivers, and trails upon which our business depends. We partner with numer-

ous groups across the state and country in support of the outdoors. This includes supporting volunteer stewardship work to ensure that the lands our members and employees enjoy remain accessible and that the user experience is of high quality. From time to time we also work with groups such as Washington Wild in support of important efforts like the recent designation of the Wild Sky Wilderness, and the current effort in Congress to add lands to the Alpine Lakes Wilderness and designate portions of the Middle Fork of the Snoqualmie and Pratt Rivers as Wild and Scenic.

REI's business model has served us well over the past 74 years, and protecting our wild places will allow our co-op to grow for the next 100 years and beyond. We are economically and fundamentally connected to forests, rivers, peaks and trails, and our members and employees would not have it any other way.

Kara Stone is the General Manager of the REI Flagship Store in Seattle, WA.

Out of the **Wild**

Concerns Raised About Exploratory Drilling At Mount St. Helens



“Washington Wild, along with twelve other groups provided joint scoping comments on the Goat Mountain Prospecting Environmental Assessment, an exploratory drilling plan for hardrock mining just 12 miles northeast of Mount St. Helens, within the Gifford Pinchot National Forest. The comments outlined concerns that the mining project will have significant negative impacts on land and water resources, terrestrial and aquatic wildlife, and recreation activities, as well as concerns related to spill and clean up response, and additional road-building and maintenance. Over the last two weeks, WW activists have submitted more than 100 comments raising concerns about the exploratory drilling.”

Roadless Rule Upheld, Again

The 10th Circuit Court of Appeals denied a motion filed by the State of Wyoming and the Colorado Mining Association, effectively upholding the Roadless Rule as the “law of the land” after a decade-long legal battle. This motion had asked the court to reconsider their October 2011 decision to uphold the federal Roadless Area Conservation Rule. More than half of America’s national forests already open to logging, mining, and drilling, and the Roadless Rule is intended to preserve the last third of undeveloped forests as a home for fish and wildlife, a haven for recreation, and a heritage for future generations. Since the federal “Roadless Rule” passed in 2001, Washington Wild has been a leader in defending the nearly 2 million acres of Washington’s roadless areas covered by the rule.



Mt. Dickerman (Tom Hammond)

Forest Service Unveils New Management Regulations

The Obama Administration released proposed final regulations that would guide management of national forests nationwide, including 9 million acres here in Washington State, under the National Forest Management Act. These forest regulations have not been updated since 1982. Washington Wild led statewide efforts to improve the draft rule to provides a strong framework for forest management by focusing on an ecosystem approach, including mechanisms for addressing climate change, emphasizing the importance of watershed protection, and using the best available science in management decisions. However, key areas of the rule are still in need of strengthening, including wildlife population management and citizen review provisions. We are working with our national partners to address these issues in agency guidance and policies.

Washington Wild

SPRING NEWSLETTER 2012

Washington Wild
305 N. 83rd Street
Seattle, WA 98103

Non-Profit Org.
U.S. Postage
PAID
Seattle, WA
Permit
No. 12430

Including:

The Economics of Wild Places

The Link Between Conservation and Jobs
Connected to the Outdoors

After 32 years leading efforts to protect wilderness in Washington State, Washington Wilderness Coalition has changed its name to "**Washington Wild**" to better reflect the scope of our work protecting our wild lands and waters. Our mission statement says it all: *Washington Wild protects and restores wild lands and waters in Washington State through advocacy, education and civic engagement.*

LOGO CONTEST

The winner of this logo contest will receive a \$250 cash prize from Washington Wild!

With this new name, we want to update our logo, and we are announcing a LOGO CONTEST!

Here are a few ideas about what we are looking for in the design of our new logo:

- Clean and modern
- A sense of the "wild," inspirational
- Representative of the diverse landscapes we work to protect throughout Washington State, including: mountains/peaks, wild waters, and forests/trees.

SUBMISSION DETAILS:

- Please email your entry directly to kim@wawild.org, including a brief paragraph description and your name, address, and phone number

- Please submit your logo entry with the following:
- In one of the following formats: JPEG, TIFF, PNG, or PDF
 - Color logo, but with potential to be published/printed in black & white
 - High quality with the ability to re-size the logo
 - The **deadline** for this logo contest is **Monday, June 11th, 2012**. All entries must be received by **5:00pm** on this day to be considered.
 - The Washington Wild Board of Directors and staff will make a decision by **Monday, July 9th, 2012**, and the winner will be notified via phone and email. The winner will also be announced on our web site, our blog, and our Facebook page.

For more information, visit our web site at www.wawild.org.