Including:
Connecting Conservation & Craft Beer
Conservation Voices: Icicle Brewing
Wild Olympics Bill Reintroduced
Dear Friends:

As I complete my first year as Executive Director and my second year as a resident of this beautiful state, I am thankful to live in Seattle and enjoy the resources of a large urban area while having convenient access to the wild lands and waters that abound in the Puget Sound region. Different people have creative ways to embody both worlds. Our Friends of the Cedar River Watershed talk about the urban wild. And in a book to be published this fall, The Mountaineers and Braided River celebrate the North Cascades as the Wild Nearby. We are all truly enriched by what we have, and what we must protect for ourselves and the generations that follow.

Our mission is to engage people and motivate appreciation for what we have in these wild areas. Our intent is to broaden our constituency by giving people a better way to connect to our conservation efforts. We emphasize the importance of watersheds to our quality of life and have trademarked Brewshed® as a way to embrace any watershed that finds its way to the delicious, craft beers that we all enjoy. Simply put, clean, natural water makes great beer. We are well into our second year of building our Brewshed® Alliance through which we acquaint beer enthusiasts throughout the state with craft brewers and the water that makes their outstanding beer. Thus far we have held events throughout the Seattle area, and have ranged as far north as Bellingham and as far east as Leavenworth, focusing on an array of beers from watersheds including the Cedar River and those found in our Alpine Lakes and Cascades Wild campaign areas. We have reached out to over 1,000 people and we’re just getting started!

We are grateful for the generous support of New Belgium Brewing in Fort Collins, Colorado. New Belgium supports water conservation and restoration initiatives throughout the United States. Because water makes up 90% of beer their core product, they are keenly interested in supporting organizations such as Washington Wild that promote the protection of rivers and watersheds. We were thrilled to receive a renewal of their initial 2013 grant support this past January in recognition of our growing Brewshed® initiative. This sustained programmatic support for our outreach efforts is an important step in diversifying our funding model and build a stronger, more sustainable organization for the future.

As we look to the remainder of 2014, we begin to anticipate the celebration of our 35th anniversary as a significant statewide advocate for Washington’s wild lands and waters. We are proud of our history and will use this opportunity to reconnect and reenergize the many supporters we have gotten to know over the years. Join us in the celebration and participate in our continuing efforts to protect the unique conservation footprint that we have in this beautiful part of the world.

I welcome the opportunity to meet and discuss our work with you. Please let me hear from you. In the meantime thank you for all that you do to support a Wild Washington.

Best Wishes,
Jim

Washington Wild's Brewshed® Alliance
Connects Conservation and Craft Beer Around the State:
It really IS “in the water!”

A watershed is defined as an area of land on which all of the water that flows under it or drains off it goes into the same place. In that vein, Brewshed® simply refers to a watershed that also eventually drains into the same place – your pint of beer. Every glass of beer crafted in Washington got its start from a watershed. This is the Brewshed® connection.

Defining the Connection

Not a lot of people realize that beer is 90% water, which obviously makes water the primary ingredient in beer. This dynamic also makes for a highly dependent relationship between the brewer and their source of water. In a publication by the Brewer’s Association entitled, “Water: A Comprehensive Guide for Brewers,” the authors assert that to make a truly exceptional beer, the brewer must intimately know not just their water, but also their water source. As Kendall Jones, the Washington Beer Blogger put it, “Nobody knows better than a brewer the value of good water.”

Water seems like a simple ingredient, but it is much more than the liquid that comes out of everyone’s tap. It is also a product of the land it passes through. As water runs from the water source to the pint glass, it dissolves and absorbs naturally occurring minerals from rocks and terrain. In the right quantities, minerals like magnesium and calcium are critical to a beer’s body, flavor and head. The magnesium concentration in an area historically played a decisive role in what style of beer a brewery made. Areas with higher levels of magnesium dissolved in the water lent themselves to darker beers, while those with lower levels more readily perfected lighter styles. It is no accident that Ireland is known for a stout and Germany for a pilsner – it’s a direct result of the natural lay of the land.

Pilsners and other similar styles are said to be the most unforgiving, in that they are difficult to perfect in production, because of their high sensitivity to changes in the water. This is why in 2013 when the German government attempted to expand hydraulic fracturing, or fracking, breweries strongly objected. The completed studies on fracking only considered the danger of chemical contamination from the activity on nearby city drinking water supplies, not the private wells maintained for brewing. If the chemicals seeped into the brewers’ water supplies, it would not only change the natural taste of their brewing water, but also irreversibly compromise the purity of their beer.

Fracking is only one example of how water can pick up more than just the desired minerals as it flows through a landscape, either on the surface or in the ground. It also absorbs pollutants from industrial, chemical and agriculture run-off. When water is contaminated, the city must use disinfectants to make it safe for consumption. If a brewer gets their water from the city, they must first remove the disinfectants, which is a unique challenge since even small amounts impart undesirable flavors to the final beer. Negative flavors resulting from disinfectants, contaminants, or a brewer not understanding their water have destroyed many potentially great and delicious beers, making it critical to protect the water before it is poured into the glass as beer.

Wild Water Sources

In today’s world, brewers have the ability to change their water supply if necessary, but it is very difficult to effectively recreate natural water – the ideal water for making beer. An intact ecosystem provides a natural filter that doesn’t alter or diminish the naturally occurring and desired minerals for beer production. It also simplifies the brewing process, which saves the brewery time and money.

Icicle Brewing Company in Leavenworth was one of the first breweries to join the Brewshed® Alliance because the owners understood the direct benefit of Washington Wild’s work to protect wilderness, headwaters and rivers that provide high quality water to breweries like themselves and others around the state. Featured in this issue’s Conservation Voices on page 8, Icicle Brewing Company co-owner Pam Brulotte talks about the natural partnership between a brewery and a conservation organization like Washington Wild. Their water source, Icicle Creek, gets its start in the Alpine Lakes Wilderness Area, where Washington Wild is currently working to expand permanent protections. From source to beer, the water is clean because it runs through protected Wilderness.

A Wilderness designation protects the headwaters that are the sources of the clean, cold water from activities like road building, logging and other development that can result in sediment and pollution. A Wild & Scenic River designation permanently protects the free-flowing character of the river, water quality and the unique values that make them valuable for wildlife and people.

The Beer Community: A Powerful Ally

Since the creation of the Wild Sky Wilderness in 2008, Washington Wild continues to work to protect our watersheds through Wilderness and Wild & Scenic River designations as key components in our public lands campaigns. These include efforts to protect additions to the Alpine Lakes Wilderness and the Middle Fork Snoqualmie and Pratt Rivers, the first new Wilderness on Olympic National Forest and first ever Wild & Scenic rivers on the Olympic Peninsula through the Wild Olympics campaign and an upcoming Puget headwater initiative for the west slope of the North Cascades.

The Beer Community: A Powerful Ally

Breweries support conservation efforts in different ways here in Washington and across the country. In both 2013 and 2014, New Belgium Brewing Company awarded Washington Wild a grant to help grow the Washington Brewshed® Alliance and spread the message. The Beer Institute, an organization designed to represent the beer industry to Congress, observed, “Through conserving energy and water... and supporting conservation organizations, the brewing industry has asserted itself as a leading environmental steward in the United States and around the world.”

Beyond providing a growing example in environmental stewardship, the brewing industry was reported to account for over $34 billion of the United States economy in 2012. The Brewer’s Association also reported the economic contribution to Washington in the same year to be over 42,000 jobs, over $1.6 billion in wages, and over $4.2 billion in total capital. While our state only represents 2% of the nation’s population, it currently represents 8% of the nation’s craft breweries. The Beer Institute further reported that Washington was one of four states accounting for over one third of the U.S. craft breweries. The craft beer industry is a growing and powerful economic force, especially within Washington.

The Washington Brewshed® Alliance allows us to not only support and protect this growing economic industry inside the state, but also to engage it. Breweries may be a somewhat nontraditional ally, but they are certainly a completely natural one. Together, we will work to conserve the water, protect the beer, and educate the beer community on why both are important and intricately connected. The beer community is a powerful ally, and Washington Wild is excited to work within it to help keep Washington wild, green, and full of great beer.
Intact forested ecosystems provide a natural filter that create and maintain high quality water, both at the headwaters and as it flows downstream. Preserving elements like trees and mature vegetation along a riverbank prevents erosion, sedimentation and other issues.

As the river weaves its way through the landscape it absorbs natural minerals, which add to the taste, body and head of the beer. As a result, geographic areas have different water composition, and this leads to distinct regional flavors of beer.

Water also collects pollutants produced by human activities, such as chemical, industrial and agricultural runoff during its journey. These contaminants have to either be removed or treated by the brewer or the city to make the water safe to drink.

Contaminated water requires increased amounts of disinfectant use by the city. Disinfectants are difficult for brewers to remove and, even in small amounts, negatively impact beer flavor.

Protecting the rivers that subsequently flow into a glass of beer, ultimately protects the beer quality and integrity. By protecting the source, we protect the final pint, because good water makes even better beer.

The Washington Brewshed® Alliance: Keeping Washington wild, green, and full of great beer!

Thank you to all our Brewshed® Alliance partners!
Conservation Voices: Pamela Brulotte
Icicle Brewing Company

Sitting on a sunny patio amidst the beautiful, wild scenery of Leavenworth drinking a local craft beer makes it easy to appreciate the benefits of wild lands and waters. From here, we can’t see our water source that helps create the craft beer of Icicle Brewing Company, but it is never far from our minds. The headwaters of Icicle Creek, our water source, are located in the nearby Alpine Lakes proposed Wilderness area. Since Washington Wild’s current work was already protecting our water, joining the Washington Brewshed® Alliance to help spread awareness of how their work benefited our beer was only natural.

My husband, Oliver, and I both started in agriculture, so we are intimately aware of all the water demands of the brewing industry. The plant-based ingredients for beer require water, but the actual process of brewing is also incredibly water intensive, and this combines for a considerable water footprint. Beer is over 90% water, and only a fraction of the water required for brewing is represented in the final glass. At any point the water composition or quality can impact the final taste of the beer in a variety of ways, both positive and negative.

Being in Leavenworth, a Bavarian town, naturally some of our beers are made in the Germanic tradition. According to German purity laws, only four base ingredients are allowed: malt, yeast, hops, and, of course, water. Furthermore, the brewer is prohibited from making any additions to the water to counteract the original profile or taste, regardless of if they are good, bad or indifferent. This constraint makes water quality all the more important.

We can meet these high standards due to the high water quality of Icicle Creek. We rarely have to alter the water because the water is protected, uncontaminated, and it naturally has a terrific pH for brewing. These factors keep our beer pure while giving it a distinct and locally delicious flavor. The water really is what makes the beer uniquely great tasting.

Since our source water inherently defines our beer, we thought it should also define the brewery, which made naming the brewery easy. Additionally, Icicle Creek is a defining landmark for the entire Leavenworth community; other businesses and brewery should also define the brewery, which made naming the brewery easy. Additionally, Icicle Creek is a defining landmark. We immediately received an incredible amount of local support, which enabled us to pour our first beer within a year of breaking ground. The brewery offers the community a great place to relax and enjoy the natural beauty of the area while drinking a great craft beer. Both our beer and food menu are based on “keeping it local” values. It is incredibly important to us to support our regional community, which includes offering locally produced foods and buying local ingredients.

Part of the brewery’s mission statement is to be sustainable, not just financially, but also environmentally. By being responsible with the resources we use for our final product, we are able to continue production, which keeps customers happy and returning. Environmental sustainability naturally builds the foundation for financial sustainability by securing an all-encompassing and responsible bottom line.

Because we have a vested interest as both a brewery and a sustainable business, the Washington Brewshed® Alliance is an obvious partner. Our product as a brewery -- and subsequently our business -- relies on our water source staying pure and clean, so naturally we want to voice our support for the work of Washington Wild, Alpine Lakes and the Washington Brewshed® Alliance.

Wild Olympics Reintroduced with Record Setting Business Support

On Friday, January 17, 2014, Senator Patty Murray and Representative Derek Kilmer introduced the Wild Olympics Wilderness and Wild & Scenic Rivers Act of 2014 as a bill in the U.S. Congress. The legislation would designate 126,000 acres of new Wilderness on the Olympic National Forest and more than 460 miles of the first ever Wild & Scenic Rivers on the Olympic Peninsula. Washington Wild is a founding member of the Wild Olympics Campaign, which has been working to develop and support the proposal since 2008.

What’s most impressive is the robust local business support for the legislation. More than 250 local businesses from Forks to Bremerton and Port Townsend to Aberdeen have endorsed the proposal. That shatters the previous mark for past public lands proposals like the Wild Sky Wilderness, which boasted 190 local business endorsements.

The Wild Olympics-proposed Wilderness has been carefully crafted to not include any Forest Service access roads and is focused on protecting unroaded pristine forests rather than working forests which are part of the local timber base.

One example of the focus on addressing issues from local stakeholders is the agreement hammered out between local mountain bike advocates and Wilderness proponents around access to mountain bike trails. The 1964 Wilderness Act restricts mechanized use, which has put the two communities at odds for decades. However, a two-year negotiation with Evergreen Mountain Bike Alliance and local mountain bikers resulted in proposed Wilderness boundaries that excluded key mountain bike trails so their access would be unaffected. The rare dialogue between the two communities resulted in an endorsement from Evergreen and their national counterpart International Mountain Bicycling Alliance.

Tom Clune, owner of R.I. Cycle Shop in Bainbridge Island explains why he endorsed Wild Olympics. “As a business which caters to road and mountain bikers, it was important to me that the bill had the right balance between protection and access. As a result, key rides like the Dungeness and Gold Creek loops, Lower Big Quilcene and West Fork Humptulips trails were either excluded from areas proposed as Wilderness or included in a Wild & Scenic River Corridor to add long-term and compatible protection.”

The Wild Olympics legislation is currently in Congress awaiting committee action.
Wild Profiles:

Teddi McFall, WA Wild Volunteer

Here in Washington state, we pride ourselves on our old growth trees, snow-capped peaks and dedicated, skilled young people aspiring to a career in conservation, like Teddi McFall. Teddi grew up in Mukilteo and attended the University of Washington, where she studied environmental science and resource management.

Teddi joined Washington Wild as an Outreach Intern in the summer of 2013. Armed with a Washington Wild banner, fact sheets, petitions and an understanding of the work we do, she reached hundreds of individuals about the need to protect our wild forests and rivers. Teddi also wrote for the Washington Wild blog about her efforts to capture a picture of the imperiled wolferine in Washington.

Teddi also worked on a developing program that encourages youth and their families to explore the places we work so hard to protect. She did not disappoint. Inspired by two dozen Junior Ranger booklets from various national parks around the West (acquired from our Conservation Director’s nine-year old son Luke), she set out to localize a wild lands and waters activity booklet for kids ages five and up. The booklet asks youth to go on a hike and complete several age-appropriate activities like a wild lands word search or hiking bingo. It is the cornerstone of our new Wild Lands Explorers program, which encourages families to get out into wild places and rewards kids who complete the requirement with a special badge.

Teddi did an incredible job with the first draft (including her own original artwork). We are now in the process of field testing the booklet this spring and summer with willing families to get feedback to improve the program. Let us know if you are interested in being a guinea pig!

Teddi recently graduated from the University of Washington with a B.S. in Environmental Science and is ready to begin a career in conservation. Washington Wild thanks Teddi for her great work supporting Washington Wild lands and waters both last year and in the years to come!

Mark Walters, WA Wild Board Member

Mark Walters joined the Washington Wild Board of Directors in November of 2012 after attending the annual dinner and auction, Wild Night Out, a month earlier in October. The evening began a series of discussions in which he connected strongly with the organization’s mission to protect Wilderness and rivers in the state of Washington.

Mark grew up in Everett, Washington, hiking and backpacking in wilderness throughout Washington, especially in the Alpine Lakes Wilderness Area. He earned a B.S. in Biology at Washington State University and attended law school at the University of Idaho in Moscow, ID, where he also worked in a seed lab for the USDA. After law school, Mark returned to Western Washington where he currently works in patent law as a profession, although he has a strong interest in environmental law.

“This interest in environmental law has never faded, so I’m pleased to be involved with an organization that is in the ‘trenches’, so-to-speak of the ongoing battle to protect wilderness areas, and obtain designations for deserving public lands.”

Washington Wild has benefited greatly from Mark’s service on the board. With his background in patent law, Mark filed for and received a trademark on behalf of Washington Wild in 2013 for Brewshed® which becomes an important part of our emerging Brewshed® Alliance outreach campaign, organizing breweries in Washington state to advocate for protecting clean water. For Wild Night Out 2013, Mark also helped raise significant funds by donating his legal services in trademarking, as well as securing two pairs of K2 skis and two pairs of K2 snowshoes for the live auction and one of our most original auction opportunities – a canine genetic test performed by Paw Print Genetics in Spokane, WA.

Mark’s favorite activities in the places Washington Wild works to protect include hiking with his wife and three children and mountaineering. He tries not to miss an opportunity to go anywhere in the Enchantments or to explore the rain forests of the Olympic Peninsula.

Washington Wild Updates

Save the Date for GiveBIG! May 6th!

Every year, the Seattle Foundation holds GiveBIG, a one-day, donation extravaganza, during which your gift to the organization of your choice is matched by charitable companies and philanthropists around the Puget Sound. Last year, we raised nearly $10,000 in one day through GiveBIG. This year, on May 6, help us reach this goal again! Look for reminders in your inbox and on our Facebook page!

First Wilderness Bill in 5 Years Passes Congress

Wilderness advocates across the country celebrated in March when Congress passed its first Wilderness bill since 2009 to protect 32,500 acres of the Sleeping Bear Dunes National Lakeshore in Michigan. The bill’s passage ends a five-year national dry spell for new Wilderness designations, which has created a log jam of other deserving public lands bills like the Alpine Lakes Wilderness Additions and Middle Fork Snoqualmie and Pratt Rivers Protection Act. Washington Wild has led efforts to develop strong local support for this bipartisan legislation, which passed the Senate last year. Proponents are hopeful that it can finally become a reality this year.

Thank you to KEXP Radio in Seattle

We thank Seattle radio station KEXP for awarding us a Community Partnerships Grant this year! The Community Partnerships Program connects KEXP listeners with deserving local charities to increase awareness of the impact they have on the larger community. We’ll be on the air in May to promote our mission and will receive the benefits of a live music show in June.

Proposed Mining Project in Whatcom County Raises Concerns

WA Wild and nine other organizations voiced concern in a letter to Mount Baker Snoqualmie National Forest regarding exploration of Excelsior Mine, a silver and gold mine that closed in 1917 but could be re-opened. It is located seven miles east of Glacier in Whatcom County.

Mining could impact unique forest areas in the North Cascades and have a negative impact on listed species of salmon and bull trout in the North Fork of the Nooksack. Read more about this issue on the Washington Wild website.
**Upcoming Brewshed® Events**

- **May 15th**: Ballard Brewshed® Pub Crawl (Seattle)
- **June 6th**: Icicle Brewshed® Happy Hour (Leavenworth)
- **July 10th**: Naked City Brewshed® Happy Hour (Seattle)
- **July 31st**: Brewshed® Brewer’s Festival (Seattle)
- **August 14th**: NW Peaks Brewshed® Happy Hour (Seattle)
- **September 18th**: Snoqualmie Brewshed® Happy Hour (Snoqualmie)
- **October 2nd**: Airways Brewshed® Happy Hour (Kent)

*Visit wawild.org for details and up to date Brewshed® event information.*

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**Wild Night Out 2014**

Join us on Saturday, October 18, for our annual dinner and auction where we’ll celebrate 50 years of the Wilderness Act, 35 years of Washington Wild and 30 years of the Washington Wilderness Act! It’s a party for all Wilderness lovers and advocates that you won’t want to miss!