



Spring 2017

Hello everyone,

In this past year, Randy Rasmussen, Don Saner and Jim McGarvey have represented BCHA at functions that brought us recognition with not only those familiar with our mission, vision and values, but opened doors to new strategic partners and potential avenues to which we have not previously had access. **Visibility is everything.** And Randy is now a sought after speaker – especially on the topic of the transferring of Federal Lands to State management, ownership or control. Many other types of Outdoor Recreation companies are taking positions in line with ours and are looking to create partnerships with companies and associations they had not considered before.

Your support in the past has helped us accomplish many. We need your help now more than ever to keep this momentum going. For example:

Presence in Washington DC is important to Keeping Trails Open

BCHA has become an active participant in two annual events in Washington DC. The first, Hike the Hill, is where BCHA and partners gather to discuss with agency leaders and lawmakers our views on pending trails- and public lands-related bills currently before Congress. Hike the Hill is sponsored by partners American Hiking Society and the Partnership for the National Trail System (PNTS). In recent years, BCHA also has participated in the late-summer “Wilderness Week” activities in DC, along with partner The Wilderness Society. At both venues, BCHA remains the only equestrian organization and joins an array of partner organizations to undertake high-level discussions on issues important to our mission. In addition, the venues represent an opportunity to discuss the upcoming year’s appropriations process with congressional appropriators and with federal land management agencies. Typically we meet with the Chief or Deputy Chief of the USFS and the recreation and trails leaders of the National Park Service and the Bureau of Land Management.

Key topics of discussion during the 2017 late summer/fall with allies and members of Congress will include:

1. The nefarious “Bikes-in-Wilderness” bill (HR 1349) that, if enacted into law, would amend the 1964 Wilderness Act to authorize mountain bike use on all wilderness trails;
2. Reauthorization of the Land and Water Conservation Fund, which has proven critical in the purchase of national park inholdings and for improving public access to the Pacific Crest and Continental Divide (CDT) national scenic trails;
3. Defensive measures necessary to prevent transfer of federal land management authority to individual state and county governments; and
4. Events and activities related to the 50th anniversary (in 2018) of the National Trails System Act, which designated both the Appalachian and Pacific Crest national scenic trails and set the stage for nine other National Scenic Trails, including the CDT and the Pacific Northwest trails.

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This trip is important; we need your help so that we can all “Hike the Hill” together.

Throughout the year, we have requests to speak at other functions and we need to have the funds to be able to fulfill as many of those requests as possible. Past Chairmen have stated how beneficial it was to visit other states, as it demonstrates to the local members that they ARE part of a BIG organization working towards a common goal. Having discretionary funds to make visits to state meetings would be wonderful. Please help us retain members by donating today!

The ‘Business’ of BCHA

In 2014 we began a process of taking the necessary steps to bring BCHA to a new and higher level of prominence. To do this we created a strategic plan, upgraded our website, did a successful crowdfunding campaign, hired our Director of Public Lands and Recreation as a full time employee and transitioned from one part time administrative person to an accredited association management company. And at the National Board Meeting this year in Great Falls, Montana, the Board of Directors adopted a five year Business Plan. This plan identifies nine areas within BCHA’s mission statements and aligns with the Strategic Plan. Each area has a five year financial goal and the plan creates stair step financial goals to reach the final five year goal. Again, we are asking you for your help to start this first year off with “**Yes, we can!**” attitude by donating generously.

Hand out materials

We also need to update our materials that are used for recruitment, information and member retention across the country.

Our brochure needs.....*really* needs.... to be revised and updated.

We're in need of a new BCHA backdrop and banners to make available for BCH states to use in vendors' booths at conferences and trade shows.

Our new association management company, Association Resources, has many other capabilities including graphic design. The jobs mentioned above are outside of our monthly Scope of Work contract. However, any additional work that we ask them to do will be priced, and a contract signed in advance for each project. Keeping these projects in house gives us much better pricing and control.

I thank you for your past financial support and hope that you will continue to support us going forward with a generous donation.

BCHA strives to be the one that others will set their standard by.

PLEASE DONATE TODAY!

Thank you and have a safe and happy summer.


Ms. Freddy Dunn, Chair