August 4, 2016

President Barack Obama
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Dear President Obama,

As outdoor industry companies that make and sell products for outdoor recreation and representatives of the human-powered outdoor recreation community, we are writing to encourage you to grant the highest possible protection to the Arctic National Wildlife Refuge’s Coastal Plain, and ensure that its habitat and recreation values are preserved for future generations. Last year, you recommended that Congress protect the Coastal Plain as Wilderness, and we are encouraged to see that legislation to do just that has been introduced into both the House and Senate. If Congress fails to permanently protect the Coastal Plain, we respectfully ask that you use your executive authority to do so.

Outdoor recreation supports more than six million American jobs, generates $646 billion in consumer spending, and contributes $80 billion in federal, state and local taxes. It is an economic driver that fundamentally depends on access to pristine American lands and waters. Outdoor recreation in Alaska alone contributes $9.5 billion in consumer spending, supports nearly 100,000 jobs, and brings in $711 million every year in state and local tax revenue. Further, our customers take inspiration from wild and scenic places like the Arctic National Wildlife Refuge. The Arctic Refuge is one of America’s crown jewels of recreation, and those lucky enough to visit remember it as the trip of a lifetime. Few places in the world offer the rare opportunity to encounter a vast array of wildlife while hiking, fishing or paddling through a pristine wild landscape.

Despite the Arctic Refuge’s iconic stature, special interests have sought to develop the sensitive habitat of the Coastal Plain for decades. Alaska and the Arctic Refuge are now feeling the impacts of a quickly changing climate, which is harming both wildlife and landscape in unprecedented ways. The twin threats of oil drilling and climate change demonstrate the urgency of the protecting the wildlife, wilderness and recreational qualities of the Arctic Refuge – now and for future generations.

We thank you for your leadership in recommending a wilderness designation for one of America’s, and the world’s, most pristine recreation destinations. We will continue to work with your administration and Congress to help enact the strongest possible protections for the Arctic National Wildlife Refuge and its Coastal Plain.

Sincerely,

Please see reverse for signatures
John Sterling  
Executive Director  
The Conservation Alliance

Amy Roberts  
Executive Director  
Outdoor Industry Association

Adam Cramer  
Executive Director  
Outdoor Alliance

Kirk Richardson  
Senior Director, KEEN EFFECT  
KEEN, Inc.

Todd Spalletto  
President  
The North Face

Gordon Seabury  
CEO  
Toad&Co.

Laura Schaffer  
Sustainability Director  
Mountain Hardwear, Inc.

Jeff Cresswell  
Co-Owner/Brand Steward  
Klean Kanteen

Hans Cole  
Director of Environmental Campaigns and Advocacy  
Patagonia

Mark Satkiewicz  
President and General Manager  
Smartwool Corporation

Eric Greene  
Division Vice President / GM  
Kelty, Inc.

Blair Clark  
President/COO  
GU Energy Labs

Mark Ritchie  
President  
Black Diamond Equipment

Lisa Buco  
Director of Marketing  
Eagle Creek Travel Gear

Tom Campion  
Founder and Chairman  
Zumiez, Inc.

Sam Mix  
Conduit of Corporate Outreach  
Osprey Packs

Andrew Dunbar  
CEO  
Sea to Summit

Seth Cobb  
President  
Chaco, Inc.

Stewart Whitney  
President  
The Timberland Company

Michelle Apodaca  
Director  
Deckers Outdoor Corporation
Dave Mellon  
General Manager  
Avex

Jamie Starr  
Marketing Director  
Dynafit

Kate Rogers  
Editor-In-Chief  
Mountaineers Books

Jamie Starr  
Marketing Director  
Salewa

Ashley Korenblat  
Owner  
Western Spirit Cycling

David Dragoo  
President  
Abel Autonmatics, Inc.

Tom Vogl  
CEO  
The Mountaineers

Scott Robson  
Executive Director  
Colorado Mountain Club

Louis F. Metzger  
Public Policy Chief  
ACA | Canoe - Kayak - SUP  
Raft - Rescue

Thomas O’Keefe  
Pacific Northwest Stewardship Director  
American Whitewater

Steve Barker  
Founder  
Wild Places, LLC

Brooke Sandahl  
Vice President  
Metolius Climbing

Kurt R. Schwarz  
Conservation Chair  
Maryland Ornithological Society

Jamie Starr  
Marketing Manager  
Wildcountry

David Dragoo  
President  
Ross Reels

Scott Cundy  
Co-owner  
Wildland Trekking Company

Brad Wilson  
Operations Manager  
Acadia Mountain Guides

Leta Kalfas  
Principal  
Great Plains Mountain Stuff

Jame Thamm  
President  
Crescent Moon Snowshoes

Mark Menlove  
Executive Director  
Winter Wildlands Alliance

Helen Cherullo  
Executive Director  
Braided River