

February 16, 2007

Governor Bill Ritter  
Office of the Governor  
136 State Capitol  
Denver, CO 80203-1792

Dear Governor Ritter:

As members of the Colorado outdoor business community we are writing to express our unified support for roadless area protection in Colorado and throughout the country.

Currently, due to a recent court decision, these natural treasures enjoy the protection of the 2001 Roadless Area Conservation Rule. We specifically request that you join with the vast majority of Coloradans who support the full protections provided by the 2001 Roadless Rule for the more than 4 million acres of wild forests in our state. Additionally, we ask that you do not develop a roadless area management petition or support the petition former Governor Owens submitted to the U.S. Department of Agriculture, which would leave these wild places vulnerable to development and disenfranchise many of your constituents in the recreational, hunting and fishing communities.

Colorado's wild lands are integral to our quality of life and to the state's economy, drawing visitors from all over the world. Cherokee Park Roadless Area, just North of Fort Collins, provides a great getaway and recreation destination for the nearly 2 million people living in that area. The Arapaho-Roosevelt National Forest which houses the Cherokee Park Roadless Area, receives 1.5 million visitors annually. The Dome Peak Roadless Area in the White River National Forest is another popular retreat for Coloradans. The area's inspiring beauty, accessibility, and rich wildlife habitat, make it popular for hiking, hunting, fishing, and wildlife watching. Roadless areas make up many of the last great places left within Colorado's public lands providing remoteness, solitude, and endless opportunities for recreation.

The fate of this country's last wild forests is an issue of great importance for all Americans and has great ramifications for the nation's economy, scenery, wildlife habitat, recreational opportunities, and quality of life. By keeping the Roadless Area Conservation Rule in place in Colorado, we will ensure the economic and ecological health of some of our state's most valuable recreational treasures and the communities and businesses that depend on them.

Sincerely,

Seth Anderson  
Managing Member  
LOKI, LLC  
Grand Junction, Colorado

Carole Applin  
President  
Alpaca Imports  
Steamboat Springs, Colorado

Amy Artzer  
Mountain Sports Media  
Ski Magazine, Skiing Magazine and  
Warren Miller Entertainment  
Boulder, Colorado

Kenny Ballard  
President  
Kelty  
Boulder, Colorado

Kristine Carey  
Marketing Manager  
Sierra Designs,  
Louisville, Colorado

Bill Cotton  
President  
Mountain Shades Inc  
Edgewater, Colorado

Howard Davis  
Wooly Bully Wear  
Denver, Colorado

Philip L. Drake  
Stellar Transmedia  
Boulder, Colorado

Shelley Dunbar  
Sales & Marketing  
Sea To Summit  
Boulder, Colorado

Sue Edmiston  
Marketing Manager  
Mountainsmith  
Golden, Colorado

Gardner Flanigan  
Communications Manager  
Smartwool  
Steamboat Springs, Colorado

Christian Griffith  
Owner  
Verve Inc.  
Boulder, Colorado

Scott Guenther  
Public Relations Manager  
Mont-Bell North America  
Boulder, Colorado

Jim Heiden  
CEO  
Teko Socks  
Boulder, Colorado

Jake Jacobs  
President  
Spyder Active Sports  
Boulder, Colorado

Dave Knutson  
Minister of HR and Sustainability  
Chaco, Inc.  
Paonia, Colorado

Lisa Koker  
Marketing Director  
Lafuma America Inc.  
Broomfield, Colorado

Jonathan Lantz  
Marketing Director  
La Sportiva North America  
Boulder, Colorado

Tamara Laug  
Crescent Moon Snowshoes  
Boulder, Colorado

Heather Listoe  
Director of Marketing  
Outlast Technologies  
Boulder, Colorado

Monica Martin  
President and Founder  
When I Grow Up, Inc. (DBA Snot Spot)  
Vail, Colorado

Sam Mix  
Osprey Packs  
Cortez, Colorado

Jill Nazimek  
President  
Katie's Bumpers  
Golden, Colorado

Keith Patterson  
VP of Sales and Marketing  
Deuter Sport  
Niwot, Colorado

Jaime Philp  
President  
PowderFish Mountain Apparel LLC  
Denver, Colorado

Duane Raleigh  
Publisher  
Big Stone Publishing  
TrailRunner and Rock & Ice Magazines  
Carbondale, Colorado

Melanie Steinberg  
Director of Marketing and Operations  
Hestra Gloves  
Golden, Colorado

Jennifer Rieke Taylor  
President & Founder  
Mountain Sprouts  
Grand Junction, Colorado

Michelle Theall  
Owner and Publisher  
Women's Adventure magazine  
Boulder, Colorado

Len Zanni  
VP of Marketing  
Big Agnes  
Steamboat Springs, Colorado

cc: Senator Wayne Allard  
Jim Carpenter  
Representative Diana DeGette  
Representative Doug Lamborn  
Representative Marilyn Musgrave  
Representative Ed Perlmutter  
Representative John Salazar  
Senator Ken Salazar  
Harris Sherman  
Representative Tom Tancredo  
Representative Mark Udall



teko™



WOOLY BULLY WEAR



LOKI™



PowderFish™  
MOUNTAIN APPAREL

lafuma® 



mont-bell NORTH AMERICA

Katie's  
Bumpers™



TrailRunner

ROCK & ICE



stellar



Women's  
Adventure