

Stewardship Dispatch

Friends of Nevada Wilderness

July 2011



KEEN AND ZAPPOS OUT FOR A DAY OF SERVICE IN LEE CANYON

KEEN and the Zappos family joined Friends of Nevada Wilderness in the Spring Mountains National Recreation Area to spruce up campgrounds, picnic areas, and a hiking trail.

Over 100 volunteers came out to paint bathrooms and tables, pick up litter, and work on the new Blue Tree Trail outside Las Vegas.

James Curleigh, CEO of KEEN Footwear, joined the volunteers for a day of service in his KEEN Arroyos.

"Stewardship is about an experience – it's not just forcing people to get outside. In fact, our team wants to get outside," James said. "And by doing that, they connect themselves to what we're talking about, and guess what? They get to use and test our products!"

The crew cleaning up in the Foxtail Picnic Area was

amazed at the amount of use – and amount of garbage – the area received. Although everyone enjoyed getting out in the wilderness, one volunteer cleaning out barbecue grills remarked, "People need to learn to clean up their messes!"

The volunteers covered three recreation areas in Lee Canyon. Six dozen picnic tables were painted, grills and fire pits were cleaned out, and downed branches were gathered up for Forest Service staff to feed into wood chippers. Drainage structures were installed along the road near Blue Tree Trail, and two message boards repaired.

James Curleigh sums it up perfectly: "For us to connect the outdoor experience with our team, it's not a forced fit, it's a natural fit."



FOUR MILES IN FIVE HOURS: TAKING DOWN FENCE IN SHELDON REFUGE



30 volunteers removed four miles of barbed wire fence in the Sheldon Wildlife Refuge during the first Summer of Sheldon adventure. There are still two opportunities to join us in the refuge this summer - July 22-24 and Aug. 26-28 - contact 775 324-7667 for details!