

2008 Tread Lightly!
Board of Directors Meeting Minutes

Ogden, Utah
September 22-23, 2008



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ON LAND AND WATER



Tread Lightly!, Inc.
Board of Directors Meeting
Ogden, Utah
September 22-23, 2008

Present: Michael Schmitt; Yamaha Motor Corporation*
Brad Franklin; Yamaha Motor Corporation***
Jeff Nasi; Source Interlink Media*
Kendra Corman; Chrysler*
Aaron Freitas as proxy for Daphne Greene; California State Parks,
OHMVR Division*
Ken Scuito; Warn Industries*
Christine Jourdain; American Council of Snowmobile Associations*
Kevin Lund; Deere & Company*
Garry Oye; National Park Service**
Joel Pedersen; National Wild Turkey Federation*
Lori McCullough; Tread Lightly!
Tracey Hackworth; Tread Lightly!
Mary Van Buren; Tread Lightly!
Monica Clay; Tread Lightly!

Present via
Phone: Pat Hudak, Cabela's*

Absent: Patti Klein; Bureau of Land Management**
Mary J. Coulombe; US Army Corps of Engineers**
Kim Shanahan; HUMMER Division, General Motors*
Dick Hendricks; Affinity Media*
Nancy Minard; National Off-Highway Vehicle Conservation Council*
Jamie Schwartz; USDA Forest Service**

*Board Member
**Federal Advisor
***Guest

Welcome and Introductions

Mike Schmitt opened the meeting by introducing himself and thanking everyone for coming. He recognized the staff and board members this year for their hard work and their success in having a sound financial year. All the board members introduced themselves.

Tread Lightly! 101

Lori McCullough gave the board an overview of the origin and mission of Tread Lightly! and the history of its funding. She reviewed the story of how Tread Lightly! became a non-profit. Milestones of the organization were discussed including Tread Trainer,

Restoration for Recreation, and the expansion of Tread Lightly!'s mission to including water recreation.

McCullough went on to explain Tread Lightly!'s tiered partnership structure. Jeff Nasi expressed his support of the new tiered structure, saying that it helped motivate lower-paying partners to move up, and helped give due recognition to those who were giving the most. Aaron Freitas asked how the response had been so far to the new structure. McCullough said the response so far has been good.

McCullough also emphasized the urgency of Tread Lightly! involvement by describing the imminence of recreation closures, budget cuts, and other problems including the potential loss of the Recreational Trails Program (RTP).

Christine Jourdain agreed with McCullough that RTP funds might be lost, at least partially, but she said the funds had a chance of being saved.

Freitas also confirmed that because gas use is going down, funds for CA State Parks will also go down, similar to the funding problems the Federal Highway Administration and other state programs face. Tax funds are not based on the price of gas; they are based on the amount of gas consumed.

McCullough concluded her discussion of the country's recreation problems by saying Tread Lightly! provided proactive solutions to these issues.

Approval of Minutes (Attachment A)

Schmitt directed everyone to the 2007 Board of Directors minutes for review. Jourdain motioned to approve last year's minutes. Ken Scuito seconded the motion. The 2007 Board of Directors minutes were approved by acclamation.

Election of Officers

Schmitt pointed out that Board Member Bill Hines had retired from Chrysler recently. He asked for a motion to nominate Kendra Corman, Jeep's Advertising Manager, to replace Hines on Tread Lightly!'s Board of Directors. Joel Pedersen nominated Corman to the position Hines vacated. Nasi seconded the nomination and the Board approved Corman to serve on the Board of Directors by acclamation. Schmitt welcomed Corman to the Board.

Schmitt proceeded to the election process of Tread Lightly!'s Executive Committee. Jourdain nominated Pat Hudak to serve again as Secretary-Treasurer. Pedersen seconded the nomination. Hudak was approved to serve as the Secretary-Treasurer by acclamation.

Schmitt nominated Jourdain to continue to serve as Vice Chair. Scuito seconded the nomination and Jourdain was approved to serve as Vice Chair by acclamation.

Jourdain nominated Schmitt to again serve as Tread Lightly!'s Chairman of the Board. Corman seconded the nomination and Schmitt was approved to serve as Chair by acclamation.

McCullough expressed her appreciation to the Executive Committee. Schmitt and McCullough also pointed out Hudak's good work in acutely watching the financials.

Committee Assignments

McCullough announced each committee and its members.

Education

Staff Liaison: Mary Van Buren

Mary Coulombe

Daphne Greene

Christine Jourdain

Patti Klein

Nancy Minard

Joel Pedersen

Communications

Staff Liaison: Monica Clay

Pat Hudak

Jeff Nasi

Jamie Schwartz

Garry Oye

Kendra Corman

Resource/Membership

Staff Liaisons: Tracey Hackworth & Lori McCullough

Kim Shanahan

Dick Hendricks

Michael Schmitt

Ken Scuito

Kevin Lund

No changes were made to the committees.

Financial Review/Budget Review (Attachment B & C)

McCullough reviewed the financials, pointing out the differences between last year and this year most significantly the loss of last year and complete turn-around this year. She noted she had downsized staff and office space and would end this year with a net increase.

Freitas congratulated Tread Lightly! for turning a profit vs. a loss despite the industry's tough year.

Jourdain asked why the auditors didn't make more recommendations. McCullough said one key change the organization made was in the check deposit protocol. Large checks are now deposited on the same day they are received.

Schmitt congratulated Tread Lightly! on another clean audit.

McCullough announced a new audit firm had been chosen to increase the audit's perceived independence.

RECOMMENDATION: Schmitt suggested having the audit conducted during a time that is less expensive, such as outside of "tax time."

McCullough directed the Board of Directors to the budget. She said this was one of the first budgets with a projected surplus. She explained various line items.

Freitas asked what the line item "eBay sales" was. McCullough explained Tread Lightly!'s eBay Charity Auction and how it is recorded on the books.

Kevin Lund motioned to approve the budget. Jourdain seconded the nomination and the budget was approved by acclamation.

Jourdain motioned to approve the audited financials and Pedersen seconded the motion. The audited financials were approved by acclamation.

Progress Report

McCullough began to report on the progress made in 2008 by reviewing Tread Lightly!'s critical success factors.

Communications

McCullough then reviewed Tread Lightly!'s accomplishments in the area of communications, including news coverage, print PSAs (public service announcements), and partner appreciation ads. (**Attachment D & E**)

Lund asked why Tread Lightly! didn't receive local press coverage for HUMMER's Recreation Rescue projects. Monica Clay said the effort had been made to pitch the story to local press, but typically only the national, OHV-related press picked up the story. She also pointed out that unfortunately part of the problem may be due to affiliations with HUMMER and also, for the Ocala project, the trail has not yet been opened.

RECOMMENDATION: Pedersen suggested Tread Lightly! continue efforts to get press in local publications, because that type of coverage would help build membership and local support of Tread Lightly!.

RECOMMENDATION: Jourdain recommended working with the regional Forest Service employees to help get local coverage.

ACTION: Corman mentioned she may have some ideas about helping develop or integrate a press release/article into her lifestyle publications she deals with.

When McCullough reviewed the Partner Appreciation ads, Nasi emphasized the purpose of the ads was to thank the Partners. He acknowledged next year Source Interlink may not be able to print as many of the ads as they did the year before.

McCullough showed the Board a draft of a possible new PSA. The PSA used peer pressure and scare tactics to bring home the consequences of irresponsible riding.

Freitas expressed his support for this type of campaign, saying that California is testing their target markets and is moving in this campaign's direction as well.

RECOMMENDATION: Nasi said peer pressure is what makes a difference. There is a risk of environmentalists seeing ads like these and using them as fuel, but he believes it is worth the risk of environmentalists seeing it. It is also important for those who are responsible to see ads like these to motivate them to stop the younger kids and the irresponsible riders from causing damage. You can't be safe, you can't be nice, you've really got to get out there and scare them.

Freitas said in California State Parks they are becoming very proactive in their closures. If they see areas being damaged by OHVs, land managers close those areas immediately. They keep the areas closed until they see that the public has learned and understood the message properly.

RECOMMENDATION: Scuito suggested including something at the bottom that says "report violators" or something to let people know that they are being tracked. Clay agreed, suggesting the inclusion of a web address containing information about how to report a violation, or what to say to people you come across.

Freitas said in California, unless a land manager witnesses the violation, a report from another rider will not give the land managers authority to prosecute anyone. One of the things people are doing is taking pictures of people behaving irresponsibly and posting those pictures on 4x4 forums, or even trailheads, as a type of public shame.

McCullough and Freitas warned against becoming a mechanism for reporting or shaming specific riders. Freitas said Tread Lightly!'s messaging would work to empower these guys to do things on their own, without Tread Lightly! needing to direct people to post pictures on certain sites. Tread Lightly! was letting people know that their actions have consequences and what those consequences are.

RECOMMENDATION: Nasi told the board that finding good photography was the biggest hurdle associated with these PSAs. He challenged the board to be on the lookout for quality pictures that could be used in this campaign.

ACTION: Freitas told Nasi he had some photos that may work.

RECOMMENDATION: Corman recommended promoting the penalties (fines, jail time) associated with off-road violations to motivate good behavior.

RECOMMENDATION: Freitas suggested we always try to empower people. Let them believe that they have the power to influence people. He said responses he gets from ads say that we wag our finger, people don't respond as well. Nasi said we need to specify that "it's this guy's fault" not everyone's fault.

McCullough continued to share Tread Lightly!'s accomplishments in communications, including the organization's involvement on YouTube, Facebook, MySpace and promoting its web banner campaign. She noted the high growth in web visitors.
(Attachment F)

ACTION: Freitas said he would get a Tread Lightly! web banner back on California State Park's website.

ACTION: Corman asked Tread Lightly! to become a Jeep friend on Facebook. She said she may be able to make Tread Lightly! a "Top Friend" to help drive people to becoming our friends as well.

RECOMMENDATION: Freitas recommended tracking visitors geographically to see who is visiting Tread Lightly!'s site.

ACTION: Clay said she would look in to whether or not Tread Lightly! had the ability to track visitors by geographic location.

RECOMMENDATION: Freitas noticed in the web traffic reports that some areas of recreation seem to be doing remarkably well, like ATV riding and hunting, while others seemed to not be doing as well. He suggested targeting those weaker areas better or considering dropping them off. He also recommended taking a closer look at why the kids' tips were not doing as well as the kids' website—it maybe a linking structure. He found the website statistics to be very valuable information.

RECOMMENDATION: Schmitt asked about the possibility of creating side x side tips. McCullough said Tread Lightly! was planning to create a UTV quick tips brochure. Schmitt suggested they not be referred to as UTVs, but rather a recreational off-highway vehicle tips brochure.

McCullough then reviewed the latest news about Lightfoot, Tread Lightly!'s mascot.

Education and Stewardship

McCullough gave an update about the Tread Trainer program and its success in 2008.

Freitas said he knew several Tread Trainers, and commented about how proud they were of their status.

Schmitt asked about the involvement of ATV instructors in Tread Trainer. Mary Van Buren said that while there are many ASI (ATV Safety Institute) instructors who have been trained, only a few actually turn in reports.

ACTION: Van Buren said she would look into getting statistics from ASI and the Dirt Bike School to see how many people go through their courses.

ACTION: At the request of Schmitt, Van Buren said she would get in touch with Tom Yager about the new ASI curriculum to make sure Tread Lightly! is incorporated accurately.

McCullough reviewed the numbers of educational contacts made and educational materials distributed.

Freitas pointed out a dip in educational impressions in 2006 and asked if we knew the cause for the decrease. Van Buren said she thinks she attributed it to her more concerted effort to get reports from Trainers.

McCullough reported on the success in 2008 of the Online Course, the On the Right Trail school program, and the BFGoodrich Outstanding Trails program.

Kendra confirmed that Jeep will be getting involved in the Outstanding Trails program. Jeep is looking at possibly giving funds to Tread Lightly! in the name of clubs as a way to get involved in the program.

McCullough reviewed all of the projects done through HUMMER's Recreation Rescue including the Bald Mountain trail project, the Ocala National Forest Project, the Kane Creek Trailhead project and the dust abatement project.

Freitas said he was doing a flyover over Southern California last year, and he could tell which places were OHV parks because of the massive dust plumes. It became clear to him, considering population growth and other issues, that dust will soon be a closing factor.

Membership and Resources

McCullough reported Tread Lightly!'s various membership numbers. She talked about the success of the Membership Raffle Program and its advertising.

She went on to review some of Tread Lightly!'s new products. She said although the new Cabela's product was doing relatively well, sales were still down \$10,000 compared to last year. We were down \$5,000 in government sales and \$5,000 in individual sales.

RECOMMENDATION: Corman suggested Tread Lightly! consider offering member clubs Tread Lightly! t-shirts with their own club logo on each shirt as a way to bring in

more revenue. Hudak confirmed that the only extra cost should be just the set-up fee. Freitas liked the idea, saying that clubs like to promote and sell their own stuff.

McCullough showed the Board the new Tread Lightly! Geocoin. Corman attested to the fun and growth of geocaching. McCullough mentioned "geocaching" was one of Tread Lightly!'s top internet search terms, and that it was an issue for many land managers. Freitas confirmed that geocaching is a major problem for California State Parks.

RECOMMENDATION: Corman suggested Tread Lightly! try to pitch Garmin. McCullough said she had been unsuccessful pitching them in the past.

McCullough reported on the success of Tread Lightly!'s first annual eBay Charity Auction. She said Tread Lightly! planned to hold another auction next year and was looking to get a vehicle as the headliner of the auction.

ACTION: Corman mentioned that this time of year is a good time to pitch for a vehicle. She said she would look into seeing if they could find a Jeep in the budget to donate.

RECOMMENDATION: Nasi said he would support the idea of Tread Lightly! doing the auction more than once a year. The auction seemed to be an all-around good thing for Tread Lightly!. He said it would help him open some doors with eBay to develop some kind of special advertising deal with them.

McCullough told the Board about other programs that use donated products. She also reported Nissan's donation of a Pathfinder lease, and Tread Lightly!'s involvement in the Combined Federal Campaign.

2009 and Beyond: Program Strategies (Attachment G)

McCullough reviewed Tread Lightly!'s plan for 2009. She began by going over Tread Lightly!'s strategic principle.

Communications

McCullough then discussed objectives for communications including plans for increased media relations.

Upon seeing that next year we plan to distribute a press release about invasive species, Pedersen emphasized the value in spreading the word about invasive species. He said the Forest Service actually did a DVD about it.

ACTION: Clay committed to send Corman a DVD of Tread Lightly!'s PSAs.

McCullough reviewed Tread Lightly!'s goals for PSAs, the Partner Appreciation Ads, radio, television, and the website.

She then announced a new multi-level, multi-media shooting sports campaign Tread Lightly! is working on with a roundtable of many of the top hunting and shooting organizations.

RECOMMENDATION: Nasi commented that the creative is gorgeous, but it needs to end with what the consequence is. It needs to point to trail closures.

RECOMMENDATION: Freitas commented that in his research he sees a lot of the process of deflection, meaning, "I understand your campaign, and I know our community's bad at it—but it's not me. It's someone else. It's someone else's problem." We are a small component of the problem, but we still add to the problem.

McCullough talked about Tread Lightly!'s goals with our Advertising Guidelines. She talked about an idea to come up with a program that would train people on how to do green advertising.

She went on to discuss ways we will continue to communicate with stakeholders and Partners.

RECOMMENDATION: Corman asked whether we've considered holding partner summits. McCullough explained previous Partner Conferences that were held several years ago. She said they took a lot of time and money, and the decision was made that the time and money would be better spent advancing Tread Lightly!'s mission. Because contacts change so often in the auto industry, said Corman, it may be a good idea to have them to stay in front of people. Because of the networking, people would come. There could be ways to bring down costs. McCullough said she has noticed down sides associated with not holding the conferences, and was willing to consider starting them up again.

McCullough reported strategies to communicate better with government agencies and relevant Capitol Hill contacts.

RECOMMENDATION: Because Tread Lightly! is a-political, Schmitt recommended Tread Lightly! work through the trade associations—like SVIA, MIC—and allow them to use Tread Lightly! as the resource for education and sound science. Support *them* with your education and stewardship. That way you will increase your awareness, but you won't position yourself as being partisan. Freitas agreed, saying if Tread Lightly! started to get into the lobbying arena, it would dilute our core competency. Partnering would have much more of an effect. McCullough clarified that we had no plans to lobby; she only plans to raise awareness of Tread Lightly! and its solutions.

Education

McCullough reviewed 2009 strategic plans for Tread Lightly!'s brochures, guidebooks, curricula, and advertising guidelines. She also began to talk about Tread Lightly!'s Lightfoot initiatives including the kids club, kids website, and youth materials.

RECOMMENDATION: Schmitt asked why National 4-H was not involved with Tread Lightly!. McCullough said although they did not have a formal relationship, she was familiar with Roger Olson at the National 4-H Council. Jourdain suggested we contact Roger to get 4-H more involved. Schmitt said that John Deere could help getting in with 4-H as well.

RECOMMENDATION: Freitas said CA State Parks has seen a rise in attendance from the YMCA.

RECOMMENDATION: A discussion occurred about pitching companies to become involved in Tread Lightly!'s kids program, especially with regard to safety, with the following recommendations: Mattel, Gap Kids, and Limited Too were mentioned as potential companies to pitch. Schmitt warned against pairing a toy company with ATV safety because we do not want to give the impression that ATVs are toys. Corman said she believed Limited Too had an online submission process for nonprofit grants/sponsorship. Freitas said from a government grant standpoint, CA State Parks gives preferential treatment to programs that are going after youth. Lund mentioned that kids can be a big force for peer pressure on their parents. He also suggested Tread Lightly! stay away from putting a squirrel on an ATV, possibly put him on as a passenger on a side x side. Schmitt pointed out that at least there was virtue in having Lightfoot in all the proper safety gear on the ATV.

McCullough then listed several strategic goals for the Tread Trainer program including securing more funding, promoting RTP funds, motivating volunteers, and holding a course in the water-related community.

RECOMMENDATION: Brad Franklin said the AWA (American Watercraft Association) puts on 2-stage courses that taught people how to boat in the first stage and how to be responsible in the second stage.

ACTION: Van Buren said she'd like to train the people who are putting on the AWA courses.

McCullough continued by telling the board Tread Lightly! was seeking partners to fund the online course and the Restoration for Recreation program.

Membership and Resources

McCullough described goals for each type of membership.

RECOMMENDATION: Corman recommended switching to an automatic credit card renewal. Scuito warned it may not be legal in all states. Van Buren said the requirement was to send a postcard or letter telling members that they were being automatically renewed.

RECOMMENDATION: Schmitt suggested instead of an automatic renewal system, Tread Lightly! offer a highly discounted lifetime membership program.

RECOMMENDATION: Jourdain also suggested speaking with Tread Lightly!'s accountant to see if lifetime membership dues would need to be spread over several years. She mentioned that most snowmobile associations offer lifetime memberships.

ACTION: Nasi said he would continue to run the Membership Raffle Program ads in his magazines. He said the program would be a good incentive to offer to people if they were being automatically renewed.

RECOMMENDATION: Nasi recommended creating a die-cut decal and sending them to all Tread Lightly! members. Other board members agreed that this type of branding is essential to building a good grassroots base and sending a good message to the community. They suggested making it about 5-6 inches long.

ACTION: Nasi said his company ordered a lot of decals, and maybe he could add something on to the back of one of his orders.

RECOMMENDATION: Corman brought up the idea of including the decal in HUMMER or Jeep new ownership packages.

RECOMMENDATION: Freitas said the membership decal seemed to be too detailed to see it from a distance.

RECOMMENDATION: Regarding outfitters, Schmitt suggested getting a list from the Forest Service of all the outfitters that register through them. This would reduce the time associated with the drives.

RECOMMENDATION: Jourdain said she didn't think David Brown at America Outdoors would give up his outfitter list, but it would be worth asking. Van Buren said his conference was dominated mostly by river guides.

RECOMMENDATION: Schmitt recommended going after all the Orvis endorsed outfitters and anything that's in Grey's Sporting Journal, which is a very elitist magazine for the very well-to-do person. He said he would give Tread Lightly! a copy. The last 50 pages were dedicated to destination outfitters by state.

RECOMMENDATION: Pedersen recommended assessing the cost-benefit of pitching outfitters and retailers. They seem to take a lot of time and energy that might be best spent elsewhere.

RECOMMENDATION: Jourdain agreed, but said if a list was used, it should cut down on time. Also, there is some additional benefit in the retailers showing their customers they are Tread Lightly! members.

RECOMMENDATION: Lund questioned the success rate of the outfitter drives, pointing out the cost in doing the drive can almost outweigh the money coming in from it. All that work and postage for \$50?

ACTION: McCullough said she felt we should at least try this year to get a good outfitter list to pitch to, and committed to continue to assess to see if the outfitter/retailer drives were worth it.

RECOMMENDATION: Corman recommended getting involved in dealer conferences.

ACTION: Corman said they may be able to get Tread Lightly! a table at the Chrysler dealer conference.

Schmitt asked if McCullough had any success with the companies at the Shot Show like Remington or Browning. McCullough said she had not had success yet other than with Cabela's. She said she hoped the ad agency Tread Lightly! was working with would help them bring on some of the hunting/shooting companies to the sports shooting campaign.

RECOMMENDATION: Nasi recommended getting a good photo of an outfitter that is a member and creating a testimonial ad. The PSA could run in Grey's Sporting journal. If others see that someone they respect has joined Tread Lightly! and sees value in it, that is a big motivator.

McCullough said she hoped a lot of the hunting companies and community would see the shooting sports campaign and good press and want to become involved as a result of that effort.

RECOMMENDATION: Schmitt recommended concentrating on large companies like LL Bean, Orvis and other big catalog outdoor places.

RECOMMENDATION: Hudak said the Outdoor Channel and the Sportsman's Channel each dedicated a night to off-road and ATV recreation. There are probably 30-40 TV shows that air on those nights. If you want to get the word out to those folks and those potential folks, you need to advertise or get a PSA up on those two networks.

RECOMMENDATION: Schmitt asked Hudak's opinion on whether or not outfitters would join if Tread Lightly! reached out to them. Hudak felt Tread Lightly! could approach them, but wouldn't get much of a high response. The bottom line is those guys are on a shoe string budget, and they would have to know what's in it for them. Schmitt thought maybe some of the more environmentally-minded, catch-and-release guys may be attracted to Tread Lightly!. Hudak agreed there are some larger operations that might be a better chance than the sole proprietor.

ACTION: Nasi advised creating a PSA extolling the virtues of Tread Lightly! club membership featuring a current member club with their trucks parked in a circle with a

banner. He said if Tread Lightly! created the ad, he would run it in his publications.

RECOMMENDATION: Jourdain suggested creating the same PSA featuring a snowmobile club to give to Affinity Media to run in their snowmobile publications. Van Buren suggested doing one for ATV clubs.

ACTION: Corman said if there was one featuring Jeeps, she could possibly run it in her e-newsletter or similar outlets.

RECOMMENDATION: After hearing about the program where members of Tread Lightly! Clubs can get Individual Tread Lightly! memberships for a discounted \$20, Corman suggested trying to get the members added as friends instead of paying members.

RECOMMENDATION: Freitas advised Tread Lightly! to see clubs as cash cows. They have good potential to bring in revenue, and they look for activities to pitch donations. There are lots of clubs in CA are sitting on reserves. Their original model was to take the money they receive and put it back into whatever they're supporting. But they're kind of getting away from that. And CA State Parks is putting pressure on them to put the money back into the community instead of sitting on it. The clubs will be the most proactive of all your members, that's why I think there's potential there.

RECOMMENDATION: That's why giving them an opportunity to buy branded merchandise might be good, said Corman.

RECOMMENDATION: Pedersen said it's important to engage clubs in Restoration for Recreation projects. They can fundraise for projects in their area. And they can see a tangible return on investment, which may drive others to become members.

ACTION: Nasi said he would publish a letter from the magazine stating why it's important to be a member, with a picture of a club. But Tread Lightly! has to do a good job of "selling" it.

ACTION: Schmitt handed McCullough a note with a list of companies Tread Lightly! should pitch. He said he would help her.

McCullough then began to discuss ways Tread Lightly! plans to increase involvement from Government Partners. She told the board about the research program that the Department of Interior was funding that was evaluating the Tread Lightly! program in certain recreation areas through Clemson University.

RECOMMENDATION: Freitas said if Tread Lightly! was ever seeking funding for something like that, CA State Parks could provide funds through their grant program.

ACTION: Oye said he would provide McCullough and Van Buren a copy of the study that was done on Leave No Trace.

McCullough also talked about Tread Lightly!'s goals to reach out to State Trail Administrators and The National Association of State Park Directors.

Jourdain asked how Tread Lightly! planned to reach out to State Trail Administrators.

ACTION: Van Buren said she would contact Christopher Doves at the Federal Highway Administration to see if she could speak at the State Trail Administrators meeting for 15 minutes at the National Trails Symposium. Jourdain said the State Trail Administrators also meet at the National Off-Highway Conservation Council conference and at the Snowmobile Congress.

RECOMMENDATION: Freitas proposed developing a set of informational pamphlets that was targeted to specific states. If you were to develop a resource that the state trails programs could purchase from you, we would be a lot more proactive in purchasing product from you. Pedersen expressed concern that Tread Lightly! would be developing and printing a piece that may or may not sell.

ACTION: Freitas said he could help create a state-specific piece.

RECOMMENDATION: Jourdain pointed out that many state trail programs have started to get in money through new registration programs, but have not yet figured out how to spend it.

RECOMMENDATION: Oye said Tread Lightly! should be the foundation for education messaging. He suggested Tread Lightly! look for opportunities to be a contractor for government agencies to make government pieces or websites that contains the Tread Lightly! information.

Freitas mentioned the political problem associated with supporting Tread Lightly! and branding CA State Parks with it. He said sometimes it is nice to just have generic material to distribute that's branded just with Tread Lightly! and not with CA State Parks. The state did not want to appear to be supporting one organization over another.

McCullough went on to report Tread Lightly!'s strategic plans for growing Alliances and Official Partners.

ACTION: Nasi said he saw 13 companies who are listed as Copper partners that advertise with him. Nasi will try to move them up to \$1,000 using special ad package deals. He said he would even CC Tread Lightly! on the emails he would be sending out, so that Tread Lightly! could verify the companies moved up.

ACTION: McCullough asked the board if anyone had any contact at Rancho Suspension. She said they still have Tread Lightly!'s logo on their home page but have not been active members. Nasi said he knew guys at Rancho.

ACTION: Scuito wrote down two companies that he would like to pitch to move up.

ACTION: Corman said she could also figure out a way to get companies who work with Jeep, like Sky Jacker, to increase their contribution to Tread Lightly!.

McCullough then brought up the Tread Lightly! store and the ways the organization plans to increase sales.

ACTION: Corman said she could provide assistance in getting product manufacturers for things that Cabela's doesn't do. She mentioned Competition Graphics as a good source for small runs of products, such as decals.

McCullough also talked about different ideas for Partnership Projects including the Maps and Signage Program, the Membership Discount Program, the eBay Charity Auction, and the CFC Advertising Program.

RECOMMENDATION: Corman said the Maps and Signage Program sounded like something her director would be very interested in doing. Her director was very interested in helping the trails systems.

Freitas said he can attest to the need for maps. He hands out close to a million maps a year. If you were to bring in a sponsor like Jeep for a detailed, user-friendly map, you'd have huge advertising possibilities.

ACTION: McCullough agreed to talk to Corman later about the Maps and Signage Program.

RECOMMENDATION: Scuito said something the club members really want is a Club Kit— with, for example, a banner, 100 bracelets, t-shirts, decals, activities, hats. Tread Lightly! can then charge for it.

RECOMMENDATION: On the subject of the wrist band, he said a program really building up the cause behind it could make the wrist bands very successful. Regarding the Membership Discount Program, Nasi said this idea is great in concept but is often a pain to execute.

RECOMMENDATION: Corman let McCullough know that Jeep has some significant money earmarked for something "green."

ACTION: Corman mentioned that Tread Lightly! is considered a supplier for Jeep and is therefore eligible for their affiliate awards program discount. McCullough asked if we could turn around and provide that discount to our members. Corman said as long as they are direct individual members of Tread Lightly! (not members of Tread Lightly! clubs) that they would be eligible for the discount. She estimated the discount at around \$500. McCullough said she would speak with Corman about it offline.

ACTION: Nasi committed to help with ad space if a Jeep was donated.

RECOMMENDATION: Corman suggested utilizing the services of an eBay store if time was a factor. They do all of the work and take a cut of the proceeds. When she used the service at one point for a nonprofit organization, people just donated stuff all year long and she didn't need to control any of it, just collected the money.

ACTION: If Jeep ended up donating a vehicle to the auction, Corman said she could utilize their forum intervention team to spread the word.

RECOMMENDATION: Regarding the CFC Advertising Program, Corman said a good time to pitch Jeep for funding from its Military Fund would be the second quarter.

Visioning Session

Tread Lightly! posed the following questions to the board:

Where would you like to see this organization in 1 year, 5 years, and 10 years?

In order to proactively protect recreation access and opportunities in the outdoors, how do you feel about our areas of operations in education, communications and restoration for recreation? Is there another area of emphasis you think we should be operating in?

Schmitt began the visioning session by saying that he felt the organization was doing a good job, and that there were no inherent major issues that we have not already addressed.

Lund posed the question—Is there is a good understanding of the Tread Lightly! brand and where we want it to be positioned relative to environmentalism vs. industry activism? And do we have a good feeling for where it is now?

McCullough said she is told that we are credible and respectable and that we have excellent brand identity. She said Jeep research showed we are revered within the four wheel drive community but outside the community we are not as well known.

Freitas pointed out that there is a difference between brand identity vs. awareness. Tread Lightly!'s brand awareness is exceptional, but the identity that they associate with Tread Lightly! is not as good. People aren't necessarily sure what Tread Lightly! stands for. He said that as the company has tried to expand in to areas outside the off-road community, some of that identity has been convoluted or questioned.

RECOMMENDATION: Schmitt recommended considering going back slightly to the Forest Service legacy of Tread Lightly!. Tread Lightly! is known by those who are outdoorsy people and not to the general public, or the casual once-a-year recreationist.

RECOMMENDATION: Lund reminded the group that stewardship is the means, not the end. Access is the end, stewardship is the means. That's what we're all about.

RECOMMENDATION: Schmitt warned Tread Lightly! to be careful on the access issue. We want to protect access where appropriate. Be sensitive to avoid criticism.

RECOMMENDATION: Pedersen said from his perspective on breaking into the hunting community, it needs to focus on the stewardship side. We don't want Tread Lightly! to appear to be promoting what the industry wants. I think overall the hunting industry recognizes that there is a need for conservation (and closure). Stewardship driven vs. being a front for the industry.

Nasi asked—What is the impression that the big environmental groups have of us?

McCullough said she would like to have some type of endorsement from a big environmental group like the Center for Biological Diversity.

Freitas said Tread Lightly! is unique because it can be that middle ground, that bridge between industry and land management. The environmental side has to take the zero tolerance side, the industry has to take the pro-off-road side, but Tread Lightly! can be that middle ground.

RECOMMENDATION: Oye said right now our world is about a changing administration. Those types of people like Christopher Douwes, as their bosses change, it's good to be involved in as many of those discussions as you can. You are the educational arm—you are the bridge between user groups and land managers and industry. New administration will be looking for things that are working really well and they are going to try to kill things that aren't working. Possibly develop a special piece to show around. Position yourself as a successful solution. This is the kind of thing Congress loves. I've seen other nonprofits walk the hill and come out very successful.

RECOMMENDATION: Freitas said he felt strongly that California is really looking for someone to stand up and be that educational message. He also confirmed that CA State Parks grants can now be educational if they are state-specific. Tread Lightly! has done an exceptional job branding, but what is most important to me, he said, is the straight messaging. He said the new PSAs have the consequences spelled out clearly.

RECOMMENDATION: Nasi said he really wants to see the off-road community adopt a better kinship of the Tread Lightly! brand. He wants the environmental community to look at the off-road community embracing Tread Lightly! and see them as being responsible.

RECOMMENDATION: Schmitt said Tread Lightly! is never going to be a large operation. There are over 100 groups that are seeking the same things from constituents, but if we can continue to work together and use TL! as the glue to bring everyone together, that's what we want to do.

New Business

Schmitt suggested the 2009 Board of Directors Meeting be held in Park City. Van Buren also recommended Snowbird, and said she had connections with the management.

Freitas recommended having an on-the-ground recreation activity as part of the meeting.

Scuito advised starting early, like 7:00 am, to get make more efficient use of time to do an activity in the afternoon.

The board also agreed that having the staff at the board meeting was important.

Nasi mentioned he liked getting the Marriot rewards points.

Schmitt thanked everyone for their participation and adjourned the 2008 Board of Directors Meeting.

Prepared by:

Monica Clay
Communications Manager

Date: 9/29/08 Initials: MC

Edited and Approved by:

Lori McCullough
Executive Director

Date: 10/2/08 Initials: LM

Approved by:

Pat Hudak
Secretary-Treasurer

Date: 10/6/08 Initials: PH

2008 Tread Lightly! Board of Directors Meeting
Attachments to the Minutes
A - G

Tread Lightly!, Inc.
Board of Directors Meeting
Ogden, Utah
September 26-27, 2007

Present: Michael Schmitt; Yamaha Motor Corporation*
Brad Franklin; Yamaha Motor Corporation***
Jeff Nasi; Source Interlink Media*
Dick Hendricks; Ehlert Publishing Group*
Nancy Minard; National Off-Highway Vehicle Conservation Council*
Bill Hines; Chrysler*
Daphne Greene; California State Parks, OHMVR Division*
Ken Scuito; Warn Industries*
Pat Hudak; Cabela's Inc.*
Mary Coulombe; US Army Corps of Engineers**
Rick Potts; National Park Service**
Christine Jourdain; American Council of Snowmobile Associations*
Mark Bodwell; John Deere*
Jamie Schwartz; US Forest Service**
Eugene Shellenberger; Vegas Valley Four Wheelers***
Lori McCullough; Tread Lightly!
Jill Scott; Tread Lightly!
Monica Clay; Tread Lightly!
Tracey Hackworth; Tread Lightly!
Mary Van Buren; Tread Lightly!

Present via

Phone: Randy Foutch; HUMMER Division, General Motors*

Absent: Patti Klein; Bureau of Land Management***
Bruce Brown; Bureau of Reclamation***
Jim Stewart; Recreational Boating and Fishing Foundation*

*Board Member

**Federal Advisor

***Guest

Welcome and Introductions

Mike Schmitt opened the meeting by introducing himself and thanking everyone for coming. He recognized the Tread Lightly!® staff and other Board members for all of their hard work this year. He also mentioned how much he liked the two-day format of the meeting and opened up the floor for comments on the format. The board agreed the format was convenient. Individual Board members were then introduced.

Lori McCullough gave the Board an overview of the origins and mission of Tread Lightly!—"Tread Lightly! 101." She reviewed the story of how Tread Lightly! became a nonprofit. She also described how Tread Lightly! is funded through restricted and unrestricted funding. Milestones of the organization were also discussed including Tread Lightly!'s expansion into water, Restoration for Recreation™, Lightfoot™, Tread Trainer™, a new tagline, new mission, pledge, principles, and a new membership/partnership structure.

As McCullough listed various partners, Schmitt emphasized the added generosity of partners who were not only giving to Tread Lightly! through the Motorcycle Industry Council and the Specialty Vehicle Institute of America, but also giving additional donations, such as Polaris, Suzuki, Yamaha, John Deere, Arctic Cat, and Kawasaki.

McCullough also reviewed her typical "pitch" or "business case" that she gives to corporations. She emphasized the urgency of Tread Lightly! involvement by describing the imminence of recreation closures on public land and water.

As McCullough described the Forest Service's Travel Management Rule, Daphne Greene agreed the problems associated with the Rule were proving difficult as the State of California (who has given \$12.5 million to the process) was working to assist the Forest Service. She emphasized the 2,500 miles of impending OHV trail closures in the Eldorado/Tahoe National Forest. She said the Forest Service does not have the proper management education to implement the policy effectively. McCullough added that the Forest Service would be forced to close what they couldn't afford to maintain—and that the agency was broke.

Mary Coulombe brought up the similar impending closures at the US Army Corps of Engineers, saying that many campgrounds would be closing, which meant that access would be restricted in 2008, and more severely in 2009. She said other agencies were expecting a similar future.

McCullough continued with statistics and issues surrounding recreation on public land and water.

RECOMMENDATION: Coulombe pointed out one of the issues McCullough listed—stating that Corps of Engineer's budgets had been wiped out from Katrina costs—was not quite accurate and should be updated. Katrina costs did not affect recreation budgets. But she said the Corps did face budget decreases, especially with the problems associated with the Federal Lands Recreation Enhancement Act.

McCullough continued describing statistics regarding the Site Facility Master Plan and other policies and their effects on the industry. Jeff Nasi agreed that he has seen more press about closures this year versus other years.

Schmitt asked why the Forest Service couldn't just license out the campgrounds to maintain them and keep them open. Jamie Schwartz said that on some scale, the Forest

Service was doing that. Schmitt also felt fees could go up without much backlash from the public. Greene said new legislation on the table would start increasing fees in California over a two-year period. She said it is difficult to walk the line between bringing in more money and hurting attendance by those who cannot afford it. She went on to say that California is lucky because they have money from fuel taxes and other sources. Schwartz agreed you cannot tack on so many fees that you make public land only available to the wealthy. Coulombe said this fee issue was a problem for most Federal agencies.

Coulombe brought up The Corps of Engineers' brutal fee problems as a result of their exclusion from the Federal Lands Recreation Enhancement Act. She said the Corps collects \$43 million a year in fees, and all the money goes back to the treasury—not one dime goes back to the facilities. The Corps also can't sell or distribute the America the Beautiful Pass and possibly will also not be able to carry a new proposed Veterans pass. Coulombe was very frustrated with the problems this will cause for the Corps. The Corps desperately wants two things, she said,: fee retention and involvement in the pass program. Coulombe said she cannot directly oppose the legislation, and that others would have to act on the information she was delivering. Nasi asked what the feasibility of the legislation changing was, realistically. Coulombe said the Corps is working with the National Marine Manufacturers Association (NMMA), The American Recreation Coalition (ARC), and a number of groups and congressmen. Christine Jourdain asked why the Corps was left out. Coulombe said the problem dealt with jurisdiction issues—the Corps was not part of the Department of Interior.

ACTION: Nasi said he was willing to help spread the message through his magazines—he just needed to know clearly what the message is. He could encourage readers to write their congressmen or take other similar action as long as there would realistically be a chance for a solution as a result of the actions.

ACTION: Coulombe said she would work on it for Nasi.

Ken Scuito also mentioned the issue could be a state problem as well.

Approval of Minutes (Attachment A)

Schmitt allowed everyone to take time to look over the minutes from the 2006 Board of Directors meeting. Jourdain motioned to approve last year's minutes and Bill Hines seconded the motion. The minutes were approved by acclamation.

Election of Officers

Schmitt called attention to a vacant position in Tread Lightly!'s Board of Directors. Mark Bodwell nominated Pat Hudak from Cabela's, Inc. to serve as the Secretary-Treasurer. Jourdain seconded the nomination. Hudak was approved to serve as the Secretary-Treasurer by acclamation. McCullough explained that he would be replacing Mark Thompson, who had given a letter of resignation after being promoted to another position within his company.

Schmitt said that traditionally the Board offers a slate of officers to serve as the Executive Committee. Dick Hendricks nominated Schmitt for Chairman, Bodwell for Vice-Chairman, and Hudak as the Secretary-Treasurer. Jourdain seconded the motion and slate of officers was approved by acclamation. Schmitt thanked fellow officers.

Committee Assignments

McCullough and staff gave a background on each committee.

Education

Staff Liaison: Mary Van Buren

Bruce Brown

Mary Coulombe

Daphne Greene

Christine Jourdain

Patti Klein

Nancy Minard

Jim Stewart

Communications

Staff Liaisons: Monica Clay and Jill Scott

Mark Bodwell

Jeff Nasi

Rick Potts

Jamie Schwartz

Resource/Membership

Staff Liaisons: Tracey Hackworth & Lori McCullough

Randy Foutch

Dick Hendricks

Bill Hines

Michael Schmitt

Ken Scuito

Hines asked to be on the Communications Committee. Bodwell asked to be part of the Membership/Resources Committee. Hudak indicated he would like to replace Mark Thompson's position, but did not make a final decision.

RECOMMENDATION: Schmitt mentioned the staff has traditionally been the driving force on the committees, and there probably is not a need for a committee chairperson.

RECOMMENDATION: Schmitt also suggested committee membership should not restrict involvement in another committee. Expertise should be spread where appropriate.

Financial Review/Budget Review (Attachment B & C)

Schmitt asked the group to review the 2007 Financial Report enclosed in their respective binders.

Schmitt pointed out Tread Lightly! over the years has had some fatter and some leaner times, but regardless the staff always does well and still gets a lot accomplished.

According to Tread Lightly!'s accountant, McCullough said, it is important to point out in the "restricted columns" the money is being spent exactly how it was promised. She said nonprofit funding reporting laws had changed, and nonprofits could no longer roll over unspent donations as payables. In 2007 Tread Lightly! had used retained earnings from Ford Motor Company Fund, so cash was in the bank although it is not clearly reflected in the financials.

McCullough also said unrestricted funds brought in this year were close to what had been budgeted. She had projected an \$18,000 loss, which is in line with the financials.

She also announced the trailer Tread Lightly! owned through the Traveling Education Unit program is being donated to the Bureau of Land Management (BLM), which would reflect a \$20,000 loss on the balance sheet for September.

Schmitt directed the Board to the management letter and the auditor's recommendations. He said he felt the recommendations were trivial and advised deferring to the staff to determine if changes should be made.

Greene asked McCullough—As a result of the financials, what changes does she foresee making? McCullough said she would project more realistic revenues. McCullough also said she felt getting more funding for Tread Trainer would put Tread Lightly! in a good position. She said she had received positive feedback from the American Petroleum Institute (API), who was interested in funding the program. There is a good chance Tread Lightly! would hear back from API in October, she said. If she couldn't acquire funding for the program, Tread Lightly! would have a bad year.

RECOMMENDATION: Greene emphasized restricted funds are easiest for the donors to be drawn to, although restricted funds can also be more problematic. As a Board, they should be looking at ways to ensure that when donors give to Tread Lightly!, their money does not go toward restricted funds, she said.

McCullough commented she did not feel restricted funds are problematic. She said the most successful nonprofits have 80 percent restricted funds and 20 percent unrestricted funds.

Schmitt added some associations hated restricted funds because they felt it was cherry-picking—that people were buying something to put their name on it. He feels donors should buy into the whole organization. Unrestricted funds that come from the soul are

the way to go. McCullough said she thought most companies do not feel that way anymore.

Schmitt asked for a motion to approve the budget. Jourdain motioned, and Hines seconded the motion. The budget was approved by acclamation.

Fiscal Year 2007 Progress Report (Attachment D)

McCullough began to report on the progress made in 2007 by reviewing Tread Lightly!'s critical success factors.

Communications

McCullough then reviewed Tread Lightly!'s accomplishments in the area of communications, including news coverage and public service announcement coverage (**Attachment E & F**).

Hines mentioned the inclusion of a full page dedicated to Tread Lightly! in Jeep® catalogs and Jamboree guidebooks. He said Jeep also tries to be responsible when picking their photographs for printed materials.

McCullough mentioned accomplishments of the partner appreciation advertisement, the television public service announcement (PSA), and videos on YouTube. Bodwell said the Jeep Vignettes get a lot of play on YouTube and were very popular. Board members agreed that they were very well done.

The web banner campaign, new website, and new Google Grant were also reviewed (**Attachment G**).

RECOMMENDATION: Nasi suggested having better Google ads that “wake people up” or are more “controversial.” He suggested the phrase “Is off-roading dead?” Coulombe offered, “Trails being closed everywhere.”

ACTION: Nasi said he would help review and develop the Google ads.

McCullough moved on to review accomplishments with Lightfoot and the Kids Club.

Education

McCullough proceeded to talk about the accomplishments Tread Lightly! had made in the area of Education.

She first reviewed the accomplishments and new structure of the Tread Trainer program. Schmitt asked about the ATV Safety Institute (ASI) instructors' involvement—Mary Van Buren confirmed she was working with Tom Yager to get Tread Lightly! included in the ASI manual.

She also covered the online course, new quick-tip brochure designs, and the On the Road to Adventure Traveling Education Unit program. Schmitt said he was pleased with the relevance of the events Tread Lightly! attends.

Greene brought up Latinos as the next big growing demographic. Schmitt mentioned the ASI workbook had been translated into Spanish.

RECOMMENDATION: Greene and Schmitt also brought up women as a very important growing audience to hit in the motorized community.

McCullough highlighted the Recreational Forums Tread Lightly! and Yamaha helped create. The session Tread Lightly! hosted was the only one that discussed access. Jourdain said despite the lack of emphasis on access, it was deemed the most important issue at the final forum.

McCullough went on to review accomplishments of On the Right Trail, educational materials, and Restoration for Recreation.

Membership and Resource

McCullough then discussed accomplishments and issues of Tread Lightly!'s membership and resources in 2007.

She listed the membership categories and announced the new Official Partners.

Nasi asked why these companies wanted to become members of Tread Lightly!. Jill Scott said she had not specifically asked each company, but she felt many of the companies wanted to get their name out there, while others wanted to have an environmental platform. McCullough said the reasons API became involved was because they wanted to find an organization friendly to motorized vehicles and also because of Tread Lightly!'s tie to the federal agencies with oil and gas exploration.

RECOMMENDATION: Nasi suggested finding out the key reasons the new companies wanted to become partners of Tread Lightly!. He noted some may have become involved because of the Partner Appreciation advertisement.

RECOMMENDATION: Hines said there are a number of people Tread Lightly! could go after that are actively creating off-road vehicle parks.

Hines said companies like Starcraft boats have a green component and would be interested in becoming involved. He questioned the low number of water-related companies Tread Lightly! has as partners.

Bodwell agreed company culture is moving toward green. "Green" could include the way products are made, use of ethanol, recyclable materials, carbon footprint, etc.

RECOMMENDATION: Bodwell said the companies that are going green are good to target.

RECOMMENDATION: Nasi recommended making it beneficial for off-road parks to become members. He said many parks are starting up all over the country.

ACTION: Nasi said he had a list of all the off-road parks in the nation Tread Lightly! could use as a hit list.

McCullough moved on to explain the success of Tread Lightly!'s Friends Program, the Holiday Program, and its new line of products. She said Tread Lightly! is in talks with Cabela's to expand the product line. She was unsure whether some of the new proposed items would be drop-shipped.

ACTION: Hudak said Cabela's should be able to drop ship other products—he said he will talk offline to McCullough about it.

RECOMMENDATION: McCullough also discussed the funds Tread Lightly! receives through the Combined Federal Campaign (CFC). Coulombe asked whether Tread Lightly! advertised for the CFC. It was her experience that advertising can make a huge impact, even doubling what you normally make. McCullough agreed, saying Tread Lightly! and Cabela's were working together on an online ad on the Military Times website.

McCullough told the Board about the new donation page on Tread Lightly!'s website. She also announced the successes in obtaining product donations and described some of the things the product was being used for.

Nasi said he was pleased with the design of Tread Lightly!'s membership advertisement and confirmed the ads would be appearing in his magazines very soon.

RECOMMENDATION: Coulombe expressed concern that we could be missing a large group of people who are not using the internet. She said she heard only about 33 percent of Americans are online. Nasi and Eugene Shellenberger agreed some “good old boys” especially in the South, are not technically savvy.

2008 and Beyond: Program Strategies (Attachment H)

McCullough reviewed Tread Lightly!'s plan for 2008. She began by going over Tread Lightly!'s strategic principle, strategic focus, core competencies, critical success factors, and priority objectives.

Communications

McCullough then discussed objectives for communications.

Hines asked the group whether each company's communications/ads were coinciding with Tread Lightly!'s values. Are we walking the walk as well as the talk? A discussion occurred with the following recommendations:

RECOMMENDATION: Schmitt suggested the Advertising Awards Program be revived.

RECOMMENDATION: Hines sent the advertising guidelines out to his agencies, management, etc. He suggested Board members encourage their people to follow the guidelines.

RECOMMENDATION: Greene said because advertising was such a lightning rod for the organization and for the OHV community, there needed to be some leadership somewhere to address the problem.

RECOMMENDATION: Hendricks said it had been determined years ago that if Tread Lightly! focused on advertising, the organization would die.

RECOMMENDATION: Greene said Tread Lightly! needs to ask itself if allowing partner companies to have bad advertising and allowing them to use the logo deters membership. If people feel Tread Lightly! is being hypocritical, will they not be members?

RECOMMENDATION: Bodwell suggested considering a type of training program where advertising groups could receive certification on responsible advertising education. He felt because the world is changing, maybe Tread Lightly! should consider being on the forefront of advertising again on a small scale. As companies fall in line with good advertising, they will be "ahead of the curve" regarding any future regulation.

Schmitt said Corporate America does not see big picture. Only legislation and the media push what gets done and not much else. The hardest thing to do in Corporate America is to make that big group of people see the potential loss in sales from a bad image.

Greene said she did not think the government should be regulating advertising images. The OHV community should be in control. She said Corporate America was not doing enough, and should be doing more.

RECOMMENDATION: Schmitt recommended getting together all the stakeholders that formed relationships through California's red and green sticker program. They didn't necessarily have to talk about Tread Lightly! and advertising, but more responsibility. Greene said that could be effective if the right players, the decision makers, were at the table.

ACTION: Rick Potts said if the Board or Tread Lightly! runs across an ad that is irresponsible, send the name of the advertiser to him and he can cross reference that

company's name with the list of companies trying to partner with the National Park Service, and he will use that leverage to put pressure on them to change their ways.

A discussion ensued about off-road safety. With regard to Tread Lightly!, the following recommendations were made:

RECOMMENDATION: Greene said education is key. The massive challenge with education has become the 12-30 year-old men.

RECOMMENDATION: Nasi said peer pressure was an effective way to change behavior. Tread Lightly! should promote increased social pressure embarrass those irresponsible riders. Whether it be a print PSA, a video online, or something else—it all comes down to the creativity. If you can find a way to embarrass those riders, you can change their behavior.

ACTION: Nasi proposed getting the communications committee together to develop some PSAs addressing parent responsibility and children safety. He committed to run the PSAs in his magazines.

RECOMMENDATION: Nasi recommended Tread Lightly! spread its message on rowdy forums. Hines said Tread Lightly! could also be involved in blogs.

McCullough went on to review Tread Lightly!'s goals for communications including media relations, PSAs, and expanding a broadcast presence.

RECOMMENDATION: Hendricks suggested not just going after television stations, but also pitching ATV sites, many of which have video components.

RECOMMENDATION: Hudak recommended contacting two big sites that are becoming some of the biggest players in outdoor videos. He said they are looking for content and partnerships.

RECOMMENDATION: Coulombe advised getting links and information on boating websites such as BoatUS and the Coast Guard Auxillary.

McCullough continued by listing Tread Lightly!'s goals for its website, its e-newsletter TREADlines, its expansion to online communities, its Partner communications, and its communications with government agencies.

Education

McCullough told the Board Tread Lightly!'s goals pertaining to education.

She then discussed the planned action for the guidebooks and tip brochures. Hudak asked what the call to action was on the brochures to reach the goal of getting 35,000 hits on the online tips. McCullough and Monica Clay explained the hits to the web would not

come from people who had the printed brochures—the hits would come from other online sources such as Google ads or TREADlines.

McCullough went on to list goals for school curricula, the On the Right Trail program, Corporate Education, and Lightfoot. Nancy Minard asked if the Lightfoot costume could be purchased. Van Buren said it could not, but a costume could be rented from Tread Lightly!. McCullough said Tread Lightly! was trying to build the brand before Lightfoot could be licensed.

McCullough then reviewed plans for Tread Trainer, Restoration for Recreation, and the Traveling Education Unit in 2008.

Membership/Resource

McCullough reviewed the objectives for Tread Lightly!'s membership and resources for 2008. She began by listing goals for the Friends program.

RECOMMENDATION: Coulombe recommended companies send out an email to their employees to join as a Friend.

McCullough gave specific objectives for growth in each membership category—Individuals, Outfitters, Retailers, Dealers, and Clubs.

RECOMMENDATION: Coulombe suggested Tread Lightly! offer coupons on outdoor products as part of a membership. McCullough noted Tread Lightly! had done a coupon before with Warn Industries.

RECOMMENDATION: Nasi agreed with Coulombe, saying the off-road accessory companies would be very willing to do some type of coupon. Tread Lightly! just needed to ask.

RECOMMENDATION: Nasi also said he felt the membership ads he would be running that promoted Tread Lightly!'s raffle program would make a big difference in membership. He recommended Tread Lightly! highlight winners in TREADlines and other avenues.

ACTION: Hendricks said magazine subscribers could be pitched to become Friends, since there was no cost involved. He said it would be up to Tread Lightly! to convert them to members, but that if they turned over 40,000 to 60,000 names, that could make a big difference.

RECOMMENDATION: Scuito asked if the \$25 was a hurdle in getting Friends to become members. He suggested giving a one-time-offer discount. McCullough said she felt Tread Lightly! was already getting a good return of 5 percent. Ten percent is better, said Nasi.

Nasi asked what was used to pitch Friends to become members. Tracey Hackworth and Clay said an email letter was sent out. The product raffle was heavily promoted. He asked why a hard copy letter was not sent out. McCullough and Van Buren explained the Friends program was an email-only program—Tread Lightly! does not collect mailing addresses from Friends.

RECOMMENDATION: Nasi suggested discussing the letter later with the communications committee.

RECOMMENDATION: Hudak advised Tread Lightly! push for Friends through all of its printed pieces. McCullough agreed this would be a great idea.

ACTION: Van Buren implied the next membership brochure design could include a push towards becoming a Friend.

Potts asked if the Confluence event was successful in getting Outfitter memberships. McCullough and Van Buren said the conference was mostly river rafters, and was not substantially successful.

RECOMMENDATION: Jourdain asked if the club members send in a list of their Individual members, then could the people listed automatically become Friends. Another board member warned about legal issues with utilizing email lists in that way. Minard suggested a form be sent out to the club to have individuals sign up themselves, either as Friends or as Individual members.

McCullough moved on to discuss the new tiered structure in partnership. She said she had seen a positive effect in people wanting to move up the tier. She gave Cabela's as an example.

RECOMMENDATION: Hines mentioned with the new tagline—On Land and Water—it has become obvious Tread Lightly! needs more water partners. Somehow Tread Lightly! needs to pinpoint and make a concerted effort to bring in water partners. Bodwell agreed. He said the effort could expand beyond manufacturers. BoatUS, Sea Tow, and others could also be pitched.

McCullough said she had actively sought out groups such as the NMMA. She acknowledged Tread Lightly! still did not have a huge recognition in the water community. She said the Recreational Boating and Fishing Foundation (RBFF) and NMMA had committed to start promoting Tread Lightly!.

ACTION: McCullough also said when Tread Lightly! first expanded to water, she aggressively pursued water-related companies, but received little interest. She said hopefully now things would be better and she could start again.

Brad Franklin acknowledged the difficulties. He said the industry did not see the link between responsibility and closures. They weren't worried like they should be.

ACTION: Coulombe said the Corps could query lake managers to see what organizations or companies visit with them about stewardship issues, because those are the people Tread Lightly! will want to attract. This would be a way to sort through companies to see which ones might make that link.

McCullough mentioned RBFF's mission statement included—but the organization did nothing in that realm. Hudak said right now RBFF's big push is its Angler's Legacy program which the organization was putting hundreds of thousands of dollars toward.

RECOMMENDATION: Hudak advised Tread Lightly! get in contact with Susannah Costello and get some type of small statement, mention about Tread Lightly!, or website link in RBFF's materials or website.

Schmitt asked about API and its restricted assets—What does API want? McCullough said they would be giving \$25,000 in unrestricted funds. Schmitt said that was honorable. She said they were additionally finding restricted funds for Tread Trainer. She said she thought what was interesting was what matters to them most was the BLM—which made sense because all of the exploration. The Park Service was also very important to them.

McCullough listed the new partnership programs Tread Lightly! would be pitching in 2008 including “Buck-A-Truck.” She announced Toyota's possible involvement in this program.

She also described a special CFC ad campaign, currently being underwritten by Cabela's.

ACTION: Potts and Coulombe said they may be able to promote Tread Lightly!'s CFC number through “7 Ways You Can Utilize Tread Lightly!.”

RECOMMENDATION: Coulombe advised doing a campaign in the DC Metro. She said 70 percent of people who ride the Metro are Federal employees. Many environmental groups advertise this way.

RECOMMENDATION: Nasi suggested adjusting the image in the current CFC ad to include a vehicle, possibly with a parent and a child or a soldier in uniform.

McCullough then talked about another program in the works—a television show called Girls Outdoors featuring McCullough and Scott as hosts. She aired a three-minute “teaser” for the Board. She said Tread Lightly! was considering entering into an LLC with the company producing the show. She asked for the Board's opinion on the show and Tread Lightly!'s involvement. The following comments and questions were given:

Nasi asked who paid for the teaser. McCullough said Tread Lightly! had not given any cash to the group who developed the teaser and the shoot was done while the girls were at

Camp Jeep. He also asked if Expedition Film Partners was currently shopping for a network. McCullough confirmed they were.

Nasi asked what the agreement would be in the LLC. McCullough said she felt the guys with Expedition Film Partners were looking to protect themselves.

Nasi asked what the risk would be for Tread Lightly!. McCullough said she did not see any risk.

Nasi said there are hundreds of ideas being pitched to networks. When a show is pitched to them, the first thing they are going to look at is their slate of companies who will be able to take the ad space.

Nasi asked what the purpose was in forming the LLC. McCullough said she was not sure, but she believed Expedition Film Partners was trying to protect its current investment.

Jourdain asked—If you already have an agreement with them not to go elsewhere, why would they need to form the LLC to protect themselves?

Scott mentioned any money received from the show would be taxable. Jourdain agreed, saying the money would be unrelated business income.

Jourdain said the show didn't necessarily fit with Tread Lightly!'s mission, which may impact the 501(c)(3) status, so forming the LLC would be a good move. McCullough disagreed, saying she felt the show was right in line with Tread Lightly!'s mission—that it was educational. Jourdain said if it was educational, Tread Lightly! would be fine.

Greene said, based on the teaser, the show was primarily entertainment-oriented with an educational component. McCullough said she felt the show was “education in an entertaining way.” Nasi and other Board members agreed with Greene, saying it felt like entertainment and going outdoors to have fun was the focus. Nasi noted the ultimate goal was to educate, and it could be a fantastic way to do it.

RECOMMENDATION: Nasi felt there should be a longer conversation about the show later on.

RECOMMENDATION: Greene recalled the name of a group in San Francisco called Girls Outdoors and wondered if the trademark had been checked. McCullough said it had been checked.

RECOMMENDATION: Bodwell said he thought there were concerns or liabilities regarding the companies that might advertise with the show and its reflection on Tread Lightly! and the Board. He gave Budweiser as an example. Also, competition between companies was an issue. Can you limit the kind of advertisers that buy into the show?

Bodwell felt signing an LLC at this point seemed a little premature. He said there are other agreements that can be done in the meantime to protect Expedition Film Partners.

RECOMMENDATION: Schmitt agreed. He said to look at what the potential contract is like—its dealings with intellectual property, etc.—before entering into an LLC.

McCullough said she didn't feel like competition was an issue—Tread Lightly! had been dealing with competition for years without many problems.

Bodwell said competition wasn't really the problem. The problem might lie in advertisers are detrimental to the core values of some of the companies at this table. Or detrimental to Tread Lightly!, said Minard. McCullough said she didn't think Budweiser would want to sponsor the show.

Schmitt said the content of the show would drive the advertising. If the show was on the softer side, with a lean towards the environment, Budweiser and others wouldn't want to be involved.

RECOMMENDATION: The heart of the problem is there are a lot more issues to talk about, said Bodwell.

RECOMMENDATION: McCullough asked the Board if they wanted Tread Lightly! to stop moving forward with the show. Several Board members said no, Tread Lightly! should continue to move forward and see what happens.

ACTION: McCullough said as soon as a network shows interest, or as soon as Expedition Film Partners wants something in writing, she would get in touch with the Executive Committee.

RECOMMENDATION: Jourdain advised talking with Tread Lightly!'s accountant at that point as well.

RECOMMENDATION: Schmitt said the Board hopes the show will be a success, and when it is, Tread Lightly! will need some technical assistance. Bodwell added that the teaser was great.

RECOMMENDATION: Greene advised considering the time value of McCullough and Scott for the organization and the mission of Tread Lightly!. With 13 episodes, there would be a lot of travel time. It could be worth it, but Tread Lightly! would have to take a close look to decide. Looking at the numbers, and projections for next year—there is a lot of work that will need to be done for Tread Lightly! in 2008.

McCullough moved the discussion on to another program Tread Lightly! will be pitching to partners in 2008 dealing with finding funding for maps and signage as part of the Forest Service's Travel Management Rule. McCullough explained the new Forest Service Travel Management Rule and the needs it has created.

A discussion occurred about the price of maps, closures and other aspects of the Rule.

McCullough asked Greene how much money would be spent in California on closures. Greene said they still needed to go through the process of designation, but once complete they were expecting to spend about \$7 million restoring areas. McCullough said “restoration” in California meant “closure.” Greene said the definition was broader than that—“restoration” could mean many things.

As the discussion continued, Greene added the bottom line was there would be massive closures soon.

Schwartz mentioned either Tread Lightly! or Leave No Trace or both messages were included on Forest Service maps. Greene confirmed in California the OHV maps only have Tread Lightly! information.

McCullough moved on to describe Tread Lightly!’s expected cash contributions in 2008 including Friends’ donations, a Collective Case donation program, and a potential silent auction.

McCullough said Tread Lightly! would also grow merchandise sales by expanding the product lines and possibly selling other partners’ products. McCullough said she was thinking of going to Warn Industries to sell their products.

RECOMMENDATION: Hudak recommended not getting into that type of business.

Clay explained some of the staff was thinking on a smaller scale—items would come from small member companies and have a natural tie to Tread Lightly!, like Adjustagrills or the Restop portable latrines.

RECOMMENDATION: Greene recommended selling the RubiCAN or similar items.

RECOMMENDATION: Nasi and Hudak said Tread Lightly! should not get into the business because Tread Lightly! would need to hire more people, we would have to deal with credit card transactions, credit card returns, and inventory. Clay and Hackworth said Tread Lightly! already deals with credit card transactions, already sells other companies’ products in its store, and would not need to carry inventory for the products.

RECOMMENDATION: Bodwell advised not to kill the idea, but to keep it in the portfolio of ideas because there may be a way of selling others’ products without having to do the actual order fulfillment. He said there are ways to be associated with a sale without fulfilling the orders.

RECOMMENDATION: Hudak suggested having further discussion about the topic offline.

McCullough continued with the meeting by discussing Tread Lightly!'s plans to continue to solicit product donations. She said one idea was to create an Ebay Charity Auction.

ACTION: Nasi said he really liked the idea of an Ebay Charity Auction. He suggested taking a good photo of the product in a big pile and then get the word out about it. He thought people will definitely be all over it. Ebay is a partner of Source Interlink Media. Nasi said they would be elated if we had a PSA saying we are going to have an Ebay auction at a certain time. In fact, Nasi said, if Source Interlink Media ran a Tread Lightly! PSA branded with Ebay, he believes Ebay would run a homepage promotion about it.

As an added comment at the end of the meeting Schwartz brought up the 40-member Memorandum of Understanding (MOU) he mentioned last year. He said it had all the sportsmen big hitters like Archer Trade, Ducks Unlimited, Pheasants Forever, Isaak Walton League, water organizations, etc. Schwartz added an ethical component into the MOU, which proved to be controversial, but was approved. He said the project he was working on right now with the Issak Walton League was an ethics piece for shooters. If everything goes right, he plans to ask Tread Lightly! to be the ethical provider. This would deal with shooting ranges, ethical use on land and water, and ATV use.

The piece could be a series of PSAs. He also thought it would be great to have an educational video placed in hunters education. McCullough brought up Tread Lightly!'s existing excellent hunter education video. Schwartz said it needed to be updated.

ACTION: Schwartz said he would be willing to email all the info on the MOU to anyone.

RECOMMENDATION: As another added comment to the meeting, Nasi suggested changing the wording of Tread Lightly!'s tips, or advertising for its tips, to "Do's and Don'ts." He felt this would help play on people's fear of doing something wrong and their potential embarrassment.

Nasi also mentioned his satisfaction with the way the new PSAs were designed and their messaging.

RECOMMENDATION: Nasi recommended creating two new PSAs. One should play on people's fear about impending closures and promote the urgency of the problems. The use of specific statistics would be best. "This many" miles are proposed to be closed. Use scare tactics. The second should promote the use of peer pressure. Make people scared to be criticized.

RECOMMENDATION: Nasi also advised Tread Lightly! to project the positive imagery of the off-roader. He said Tread Lightly! should promote best practices by contacting clubs to get photos, and possibly allow people to upload their own photos of

themselves being stewards. Because of people's love of fame, Tread Lightly! will get lots of entries, he said. He felt this was a good way to make being responsible cool.

RECOMMENDATION: Schmitt cautioned Tread Lightly! to not get too heavily involved with political issues. Other associations were focused on politics, and Tread Lightly! needs to stick to its historic mission.

RECOMMENDATION: Schmitt also advised Tread Lightly! to make its overhead higher in restricted funds programs.

New Business

Schmitt asked the board if they all liked coming to Ogden for the Board of Directors Meeting. He and Hines mentioned the benefits of Ogden. The board agreed that Ogden was a good location. Bodwell mentioned that if some type of PR event were happening which Tread Lightly! was attending or running—then that would also be an option for a different location.

Adjournment

Schmitt thanked everyone for coming and adjourned the 2007 Board of Directors Meeting.

Prepared by:

Monica Clay
Communications Specialist

Date: 10/03/07 Initials: MC

Edited and Approved by:

Lori McCullough
Executive Director

Date: 10/4/07 Initials: LM

Approved by:

Pat Hudak
Secretary-Treasurer

Date: 10/12/07 Initials: PH

Tread Lightly! Inc.
Financial Summary
August 31, 2008

	Unrestricted	Restricted	Totals
Revenues	1,588,455.66	61,727.63	1,650,183.29
Expenses	1,540,278.12	55,367.02	1,595,645.14
Net Increase (Decrease)	48,177.54	6,360.61	54,538.15

Tread Lightly! Inc.
Statement of Financial Position
As of August 31, 2008

Assets		
Current Assets		
Operating Cash	19,651.31	
MM Savings	134,190.36	
Accounts Receivable	(1,478.94)	
Other Receivables	20,750.00	
Renewal Supplies	479.16	
Prepaid Rent	2,308.80	
Prepaid Maintenance	1,720.76	
Prepaid Insurance	188.22	
Deposits	450.00	
Inventory	<u>114,175.39</u>	
Total Current Assets		\$ 292,435.06
Restricted Assets		
Other Receivables - Restricted	4,000.00	
Money Market - Hummer's R4R	15,912.41	
Money Market Tread Trainer	<u>20,646.89</u>	
Total Restricted Assets		40,559.30
Property and Equipment		
Autos, Equipment & Furniture	26,563.15	
Accumulated Depreciation	<u>(26,273.44)</u>	
Net Property and Equipment		289.71
Other Assets		
Web Site	20,955.00	
Accumulated Depreciation - Web Site	<u>(18,737.40)</u>	
Total Other Assets		<u>2,217.60</u>
Total Assets		<u><u>\$ 335,501.67</u></u>
Liabilities and Net Assets		
Current Liabilities		
Accounts Payable	2,666.44	
Payroll Taxes Payable	(595.41)	
Insurance Payable	<u>11.00</u>	
Total Current Liabilities		\$ 2,082.03
Net Assets		
Unrestricted	313,405.23	
Temporarily Restricted	<u>20,014.41</u>	
Total Net Assets		<u>333,419.64</u>
		<u><u>\$ 335,501.67</u></u>

Tread Lightly! Inc.
Statement of Activities
(Budget to Actual Comparison)
Eleven Months Ending August 31, 2008

	Unrestricted			Temporarily Restricted		
	Actual	Budget	Variance	Actual	Budget	Variance
Support, revenue and gains:						
FM Corporations	\$ 43,500.00	\$ 60,750.00	(\$17,250.00)	\$0.00	\$0.00	\$0.00
FM Clubs & Associations	250.00	250.00	0.00	0.00	0.00	0.00
CMR Corporations	17,000.00	17,250.00	(250.00)	0.00	0.00	0.00
CMR Clubs & Associations	1,950.00	1,650.00	300.00	0.00	0.00	0.00
CMR Dealers	150.00	150.00	0.00	0.00	0.00	0.00
CMR Retailer/Outfitters	0.00	50.00	(50.00)	0.00	0.00	0.00
CMR Individuals	1,945.00	1,329.13	615.87	0.00	0.00	0.00
PMR Corporations	211,750.00	207,300.00	4,450.00	0.00	0.00	0.00
PMR Clubs & Associations	8,050.00	7,241.63	808.37	0.00	0.00	0.00
PMR Dealerships	1,200.00	1,375.00	(175.00)	0.00	0.00	0.00
PMR Retailer/Outfitters	1,550.00	1,558.37	(8.37)	0.00	0.00	0.00
PMR Individuals	6,970.00	6,393.75	576.25	0.00	0.00	0.00
Auto Lease	9,420.00	10,362.00	(942.00)	0.00	0.00	0.00
NPM Corporations - cash & inkind	23,907.70	9,163.00	14,744.70	0.00	0.00	0.00
NPM Clubs & Associations	3,000.00	3,212.00	(212.00)	0.00	0.00	0.00
NPM Dealerships	450.00	143.00	307.00	0.00	0.00	0.00
NPM Retailer/Outfitters	1,250.00	1,243.00	7.00	0.00	0.00	0.00
NPM Individuals	9,030.00	6,393.75	2,636.25	0.00	0.00	0.00
Tread Trainer Revenue	0.00	0.00	0.00	92,436.48	183,333.26	(90,896.78)
Hummer's R4R	0.00	0.00	0.00	25,703.40	22,916.63	2,786.77
On the Right Trail	0.00	0.00	0.00	15,000.00	13,750.00	1,250.00
Miscellaneous Revenue	10,891.85	0.00	10,891.85	0.00	0.00	0.00
CFC Revenue	15,998.18	9,163.00	6,835.18	0.00	0.00	0.00
Donations	8,192.76	13,750.00	(5,557.24)	0.00	0.00	0.00
Donations (In-Kind EBay/Member Products)	31,999.00	9,166.63	22,832.37	0.00	0.00	0.00
Interest Income	689.49	0.00	689.49	0.00	0.00	0.00
In-Kind Media Contributions	1,070,456.00	0.00	1,070,456.00	0.00	0.00	0.00

Statement of Activities
(Budget to Actual Comparison)
Eleven Months Ending August 31, 2008

	Unrestricted			Temporarily Restricted		
	Actual	Budget	Variance	Actual	Budget	Variance
Sales Educational & Promotional	18,320.92	32,087.00	(13,766.08)	0.00	0.00	0.00
E-Bay Sales	19,122.51	0.00	19,122.51	0.00	0.00	0.00
Net Assets Released from Restrictions	71,412.25	0.00	71,412.25	(71,412.25)	(89,332.87)	17,920.62
Total support, revenue and gains	1,588,455.66	399,981.26	1,188,474.40	\$61,727.63	130,667.02	(68,939.39)

Expenses and losses:

COGS Educational & Promotional Materials	19,163.47	23,837.00	4,673.53	11.15	0.00	(11.15)
E-Bay Cost of Sales	29,226.58	0.00	(29,226.58)	0.00	0.00	0.00
Educational Materials	0.00	0.00	0.00	6,888.60	3,895.87	(2,992.73)
Salaries & Wages	218,240.65	208,747.00	(9,493.65)	0.00	0.00	0.00
Benefits	11,706.26	13,948.00	2,241.74	0.00	0.00	0.00
Payroll Taxes	17,106.72	16,610.00	(496.72)	0.00	0.00	0.00
Autos Maintenance	1,040.45	458.00	(582.45)	0.00	0.00	0.00
Office Equipment Maintenance	6,081.64	2,750.00	(3,331.64)	0.00	0.00	0.00
Depreciation	2,224.42	8,943.00	6,718.58	0.00	0.00	0.00
Equipment Lease	8,128.60	9,121.00	992.40	74.46	0.00	(74.46)
Rents & Leases - Office Space	22,190.33	24,156.00	1,965.67	0.00	0.00	0.00
Auto Insurance	495.00	2,750.00	2,255.00	0.00	0.00	0.00
Auto Lease	9,420.00	10,362.00	942.00	0.00	0.00	0.00
General Business Insurance	2,791.20	2,035.00	(756.20)	0.00	0.00	0.00
Travel	12,961.53	13,750.00	788.47	14,591.81	14,895.87	304.06
Postage & Shipping	13,937.79	9,579.00	(4,358.79)	2,459.44	3,070.87	611.43
Consulting Fees	593.13	0.00	(593.13)	6,380.05	9,166.63	2,786.58
Office Supplies	7,721.54	6,875.00	(846.54)	460.41	0.00	(460.41)
Telephone	10,130.52	11,917.00	1,786.48	0.00	0.00	0.00
Accounting & Legal Fees	18,931.71	22,913.00	3,981.29	0.00	0.00	0.00
Newsletter	6,869.93	6,875.00	5.07	0.00	0.00	0.00
New Member & Renewal Pkgs	5,724.38	6,875.00	1,150.62	0.00	0.00	0.00
Marketing	22,472.11	13,750.00	(8,722.11)	402.24	5,500.00	5,097.76
Printing & Duplications	203.10	4,587.00	4,383.90	0.00	0.00	0.00

Statement of Activities
(Budget to Actual Comparison)
Eleven Months Ending August 31, 2008

	Unrestricted			Temporarily Restricted		
	Actual	Budget	Variance	Actual	Budget	Variance
Credit Card Discount	2,044.29	2,044.00	(0.29)	0.00	0.00	0.00
Education & Training	128.00	917.00	789.00	1,290.00	22,366.63	21,076.63
Board of Directors Meeting	4,178.28	4,583.00	404.72	0.00	0.00	0.00
Miscellaneous	5,510.49	4,583.00	(927.49)	375.00	0.00	(375.00)
In-Kind Media Contributions	1,070,456.00	0.00	(1,070,456.00)	0.00	0.00	0.00
Donated Products	10,600.00	0.00	(10,600.00)	0.00	0.00	0.00
Program Funds Expended	0.00	0.00	0.00	22,433.86	79,933.26	57,499.40
Total expenses and losses	1,540,278.12	432,965.00	(1,107,313.12)	55,367.02	138,829.13	83,462.11
Change in net assets	48,177.54	(32,983.74)	81,161.28	6,360.61	(8,162.11)	14,522.72
Beginning net assets	265,227.69	265,227.69	0.00	13,653.80	13,653.80	0.00
Ending net assets	313,405.23	\$ 232,243.95	\$ 81,161.28	20,014.41	5,491.69	\$ 14,522.72

Statement of Activities for Tread Trainer Project
(Budget to Actual Comparison)
Month Ended August 31, 2008

	Actual	Month Budget	Variance	Actual	Year to Date Budget	Variance
Support, revenue and gains:						
Project Revenue	0.00	16,666.66	(16,666.66)	92,436.48	183,333.26	(90,896.78)
Net Assets Released from Restrictions	-5,166.67	-7,121.17	1,954.50	(60,412.25)	(78,332.87)	17,920.62
Total support, revenue and gains	(5,166.67)	9,545.49	(14,712.16)	32,024.23	105,000.39	(72,976.16)
Expenses and losses:						
COGS Educational & Promotional Materials	0.00	0.00	0.00	11.15	0.00	(11.15)
Educational Materials	1,392.93	354.17	-1,038.76	6,888.60	3,895.87	(2,992.73)
Equipment Lease	0.00	0.00	0.00	74.46	0.00	(74.46)
Travel - Program Development	986.67	1,354.17	367.50	13,347.08	14,895.87	1,548.79
Postage & Shipping	240.61	279.17	38.56	2,459.44	3,070.87	611.43
Consulting Fees	0.00	833.33	833.33	6,380.05	9,166.63	2,786.58
Office Supplies	65.30	0.00	-65.30	460.41	0.00	(460.41)
Marketing	0.00	500.00	500.00	402.24	5,500.00	5,097.76
Education & Training	845.00	2,033.33	1,188.33	1,290.00	22,366.63	21,076.63
Program Funds Expended	0.00	5,062.50	5,062.50	485.00	55,687.50	55,202.50
Total expenses and losses	3,530.51	10,416.67	6,886.16	31,798.43	114,583.37	82,784.94
Change in net assets	(8,697.18)	(871.18)	(7,826.00)	225.80	(9,582.98)	9,808.78
Net Assets - Tread Trainer				3,858.72	0.00	(3,858.72)
Net Asset Balance - Tread Trainer				4,084.52	(9,582.98)	5,950.06

Statement of Activies for Hummer's R4R Project
 (Budget to Actual Comparison)
 Month Ended August 31, 2008

	Actual	Month Budget	Variance	Actual	Year to Date Budget	Variance
Support, revenue and gains:						
Hummer's R4R	703.40	2,083.33	(1,379.93)	25,703.40	22,916.63	2,786.77
Total support, revenue and gains	<u>703.40</u>	<u>2,083.33</u>	<u>(1,379.93)</u>	<u>25,703.40</u>	<u>22,916.63</u>	<u>2,786.77</u>
Expenses and losses:						
Travel - Program Development	949.49	0.00	-949.49	949.49	0.00	(949.49)
Program Funds Expended	11,200.00	2,083.33	-9,116.67	19,200.00	22,916.63	3,716.63
Total expenses and losses	<u>12,149.49</u>	<u>2,083.33</u>	<u>(10,066.16)</u>	<u>20,149.49</u>	<u>22,916.63</u>	<u>2,767.14</u>
Change in net assets	<u>(11,446.09)</u>	0.00	<u>(11,446.09)</u>	5,553.91	0.00	5,553.91
Net Assets - Hummer Helps				9,795.08	0.00	(9,795.08)
Net Asset Balance - Hummer Helps				<u>15,348.99</u>	<u>0.00</u>	<u>(4,241.17)</u>

Statement of Activities for On the Right Trail Project

(Budget to Actual Comparison)

Month Ended August 31, 2008

	Month			Year to Date		
	Actual	Budget	Variance	Actual	Budget	Variance
Support, revenue and gains:						
Project Revenue	4,000.00	1,250.00	2,750.00	15,000.00	13,750.00	1,250.00
Net Assets Released from Restrictions	-1,000.00	-1,000.00	0.00	(11,000.00)	(11,000.00)	0.00
Total support, revenue and gains	3,000.00	250.00	2,750.00	4,000.00	2,750.00	1,250.00
Expenses and losses:						
Travel - Program Development	0.00	0.00	0.00	295.24	0.00	(295.24)
Miscellaneous	0.00	0.00	0.00	375.00	0.00	(375.00)
Program Funds Expended	0.00	120.83	120.83	0.00	1,329.13	1,329.13
Total expenses and losses	0.00	120.83	120.83	670.24	1,329.13	658.89
Change in net assets	3,000.00	129.17	2,870.83	3,329.76	1,420.87	1,908.89
Net Assets - On the Right Trail				0.00	0.00	0.00
Net Asset Balance - On the Right Trail				3,329.76	1,420.87	1,908.89

FY09 Budget

Revenues

Unrestricted Revenues

Sales	Educational & Promo Materials		\$26,500
Founding Members	Corporations	\$59,750	
	Clubs	250	60,000
Charter Members	Corporations	17,500	
	Official Partner Clubs	1,250	
	Member Clubs	900	
	Dealers	150	
	Retailers/Outfitters	50	
Participating Members	Individuals	1,950	21,800
	Corporations	185,100	
	In-Kind Donations (Product)	30,000	
	In-Kind Donations (Auto Lease)	10,000	
	Official Partner Clubs	5,250	
	Member Clubs	3,900	
	Dealers	750	
	Retailers/Outfitters	1,400	
New Participating Members	Individuals	8,900	245,300
	Corporations	10,000	
	Official Partner Clubs	1,500	
	Member Clubs	2,300	
CFC Donations	Dealers	150	
	Retailers/Outfitters	1,300	
	Individuals	11,250	26,500
Annual eBay Charity Auction		20,000	
Other Charitable Donations		5,000	40,000
Total Unrestricted Revenues			\$420,100

Restricted Revenues

Tread Trainers -- FHWA '09	100,000	
Retained Earnings from FY08 for R4R	10,000	110,000

Total Unrestricted and Restricted Revenues

\$530,100

Anticipated Restricted Revenues

Shooting Sports Education & Outreach	20,000	
Restoration For Recreation	50,000	70,000

Total Anticipated Revenues

\$600,100

Expenses

General Operating Expenses

Cost of Goods Sold	\$21,000
Salaries & Wages	202,000
Benefits	13,200
Payroll Taxes	16,000
Auto Maintenance	500
In-Kind Donations (Product)	30,000
In-Kind Donations (Auto Lease)	10,000
Auto Insurance	1,500
Office Equipment Lease	8,800
Office Equipment Maintenance	7,200
Depreciation	2,500
Rent	21,500
Corporate Insurance	2,300
Event & Program Travel	15,000
BOD/Annual Meeting(s)	5,000
Postage & Shipping	15,000
Office Supplies	8,000
Telephone	11,000
Accounting & Legal Fees	20,000
Education & Training	1,000
Newsletter	7,500
New Member & Renewal Packages	8,000
Marketing/Advertising	25,000
Printing & Duplications	1,000
Credit Card Discount	1,100
Miscellaneous	5,000

Total General Operating Expenses

\$459,100

Revenue vs. Expenses Over (under)

-\$39,000

Restricted Expenses

Tread Trainers -- FHWA '09	38,000	
Restoration for Recreation	10,000	48,000

Total Unrestricted and Restricted Expenses

\$507,100

Revenue vs. Expenses Over (under)

\$23,000

Anticipated Restricted Expenses

Shooting Sports Education & Outreach	17,000	
Restoration For Recreation	50,000	\$67,000

Total Anticipated Expenses

\$574,100

Revenues over (under) expenses

\$26,000

Corporate Revenues

FOUNDING MEMBERS

American Motorcycle Assoc.	\$1,000
ARB, USA	250
Forrest Tool Company	250
Jeep, A Div. of Chrysler Corp.	15,000
Jeep Jamboree	250
Land Rover North America	10,000
Nissan Motor Corporations	15,000
Ramsey Winch Company	1,000
Toyota Motor Sales, USA	15,000
Warn Industries	2,000
	<u>\$59,750</u>

CHARTER MEMBERS

Arctic Cat	\$2,000
Quadratec	250
Intl Snowmobile Mfgs.	250
Polaris	15,000
	<u>\$17,500</u>

PARTICIPATING MEMBERS

Adjust-A-Grill	250
Affinity Media	500
BDS Suspension	250
BFGoodrich	5000
Brimstone Recreation	250
Bushwacker	500
Cabela's	2,500
Campinglab	250
CheapAutoInsurance.com	1000
Country Pursuits	300
DIAMO USA	250
Earthroamer	250
Event Solutions	250
FJSummit.org	250
Fleetwood RV's	2,250
Ganbusters Getaway	250
Goodyear Tires	10,000
Hi-Lift Jack	250
Kawasaki	25,000
Kymco	1,000
Jayco	2,000
Jeepers Jamboree	250
John Deere	5,000
Mile High Marker	250
Motorcycle Industry Council	50,000
Motorcycle Superstore	300
Optima Batteries	2,000

PARTICIPATING MEMBERS continued

Palm Canyon Resort	250
RPM's GC Properties	250
Rocky Ridge Products	250
Restop	500
Safety Vehicle Institute of America	50,000
Sealegs international	500
Shabbona Creek RV	250
Skyjacker Suspension	250
Suzuki	10,000
Tera Mfg.	250
United Desert Gateway	500
Xtremeterrain.com	250
Yamaha	11,250
Zone Off Road Products	250
	<u>\$185,100</u>

Other Revenues

Charter							
Member Type	Contribution	Amount	Renewal %	Retain	TOTAL		
Official Sponsor Clubs	\$250	5	100%	5	\$1,250	up	
Member Clubs	100	9	100%	9	\$900	up	
Dealers	150	1	100%	1	\$150	same	
Retailers	50	1	100%	1	\$50	same	
Outfitters	50	0	n/a	0	\$0	n/a	
Individuals	25	82	95%	78	\$1,950	up	
					\$4,300		

Participating							
Member Type	Contribution	Amount	Renewal %	Retain	TOTAL		
Official Sponsor Clubs	\$250	29	72%	21	\$5,250	up	
Member Clubs	100	72	54%	39	\$3,900	down	
Dealers	150	11	46%	5	\$750	down	
Retailers	50	37	50%	19	\$950	same	
Outfitters	50	23	41%	9	\$450	down	
Individuals	25	741	48%	356	\$8,900	up	
					\$20,200		

New Participating							
Member Type	Contribution	Amount	Renewal %	Retain	TOTAL		
Official Sponsor Clubs	\$250	6	N/A	N/A	\$1,500		
Member Clubs	100	23	N/A	N/A	\$2,300		
Dealers	150	1	N/A	N/A	\$150		
Retailers	50	18	N/A	N/A	\$900		
Outfitters	50	8	N/A	N/A	\$400		
Individuals	25	450	N/A	N/A	\$11,250		
					\$16,500		

\$41,000

Tread Trainer

Revenues		General Operating Expenses		<i>New Partner</i>	<i>FHWA 09</i>	<i>Total Budget</i>
		Salaries & Wages		30,000	62,000	92,000
		Payroll Taxes				0
Tread Trainer -- FHWA 09	100,000	Equipment Lease		1,550	2,750	4,300
Tread Trainer -- New Partner 09	100,000	Travel		8,500	10,500	19,000
		Contract Labor		5,000	7,000	12,000
		Food & Meeting Space		3,750	4,500	8,250
		Printing and Duplications				0
		Education and Training				0
		Miscellaneous				0
		Program Maintenance		5,000	3,500	8,500
		Shipping & Postage		1,200	1,500	2,700
		Marketing		10,000		10,000
		Educational Materials		5,000	5,250	10,250
		Program Enhancements		30,000	3,000	33,000
Total Revenue	\$200,000.00	Total Expenses		\$100,000.00	\$100,000.00	\$200,000.00
		Revenue vs. Expenses Over				\$0.00

Leases, Agreements and Policies

Office Equipment Leases

New Printer (\$134 monthly)	1,608
Lori's Postage Machine (\$42 monthly)	516
TL!'s Postage Machine (\$241 monthly)	2,892
All Computers (\$312 monthly)	3,744
	\$ 8,760

Office Equipment Maintenance Agreements

Cross Action (annually)	2,950
Cyma Updates (\$74 monthly)	888
Phone (\$285 bi-monthly)	1,710
Copier (\$132 Monthly)	1,584
	\$ 7,132

Insurance Policies

Commercial Auto (6/15/08 thru 6/15/09)	1,330
Directors and Officers Liability (6/12/08 thru 6/12/09)	672
General Liability and Business Property (5/15/08 thru 5/15/09)	1,569
	\$ 3,571

News Coverage Report FY 08

Media Name	Type	Location	Article Title	Date	Description	Circulation	Climate	Accuracy
American Snowmobiler	Magazine	National	Tread Lightly!	10/1/2007	Listing under Clubs and Associations	68,514	Positive	3
4-Wheel Drive & Off-Road	Magazine	National	New Tread Lightly! Campaign	10/1/2007	Ride Hard, Tread Lightly Press Release	421,303	Positive	3
Progressive Farmer	Magazine	National	Tread Lightly	10/1/2007	Interview with Mary Van Buren about minimizing ATV impact	500,000	Positive	3
4-Wheel & Off-Road	Magazine	National	Rubicon an Outstanding Trail	10/1/2007	BFGoodrich Outstanding Trails Program Press Release 2	421,303	Positive	3
Off-Road Adventures	Magazine	National	What's Up	10/1/2007	Calendar mention of Traverse City Tread Trainer Course Release	486,336	Positive	3
Blue Ridge Now	Newspaper	North Carolina	Biltmore Estate offers driving school for off road enthusiasts	10/4/2007	Land Rover school uses TL! principles	7,500	Positive	3
Leelanau Enterprise	Newspaper	Michigan	Tread Lightly! Course Planned	10/19/2007	Traverse City Tread Trainer Course Release	7,500	Positive	3
Yuma Sun	Newspaper	Arizona	Safety in the Sand	10/29/2007	Special DVD w/safety & TL! principles given to random dunes	15,932	Positive	3
Off-Road Adventures	Magazine	National	What's Up	11/1/2007	Calendar mention of Tread Trainer Hungry Valley Course	486,336	Positive	3
The Banner	Newspaper	Florida	Driving Responsibly in the Outdoors	11/3/2007	Tread Trainer Media Link Article 2005 mentioning Ford Motor Company	30,000	Positive	3
Jacksonville Journal-Courier	Newspaper	Illinois	Driving Responsibly in the Outdoors	11/6/2007	Tread Trainer Media Link Article 2005 mentioning Ford Motor Company	13,667	Positive	3
Off-Road Adventures	Magazine	National	Crushers Trail Receives Special Grant from BFG	11/7/2007	BFGoodrich Outstanding Trails Program Press Release 2 - Crushers	486,336	Positive	3
Backcountry Radio	Radio Show	Utah	Tread Lightly! and Tread Trainer	12/10/2007	Information about the upcoming Tread Trainer Salt Lake City Course	5,000	Positive	3
AZ 3-Sixty	Magazine	Arizona	Hyanide: Dirt Bike + Snowmobile + ATV	12/13/2007	Says TL! is probably relieved new Hyanide vehicle is not being produced	7,500	Positive	1
Performance and Accessories	Magazine	National	Tech Tip: Tread Lightly!	1/1/2008	Tips to drive responsibly in the outdoors	7,500	Positive	3
Sun Valley Online	News Site	Idaho	Sawtooth NF Seeks Public Comment on Grant Proposals	1/8/2008	Description of grants submitted, some funds to include TL! materials	5,000	Positive	3
St. Petersburg Times	Newspaper	Florida	Cruising, bruising	1/11/2008	General article about trail rules, mentions TL!	288,807	Positive	3
DCNRnews	Website	Nevada	TL! Organization Wins the Boy Scouts of America Award	1/16/2008	TL! Organization Wins the Boy Scouts of America Award	2,500	Positive	3
Phillips Bee	Newspaper	Wisconsin	Ten Ways to Tread Lightly with a Snowmobile	1/17/2008	Snowmobile seasonal press release	4,900	Positive	3
Ann Arbor News	Newspaper	Michigan	10 Practical Tips for Responsible Riding	1/19/2008	Snowmobile seasonal press release	48,441	Positive	3
The Salt Lake Tribune	Newspaper	Utah	Ten Ways to Tread Lightly while snowmobiling	1/24/2008	Snowmobile seasonal press release	126,262	Positive	3
The Las Vegas Trade Show Guide	Magazine	Nevada	Ten Ways to Tread Lightly while snowmobiling	1/28/2008	Snowmobile seasonal press release	5,000	Positive	3
4-Wheel & Off-Road	Magazine	National	Whipsaw Trail in British Columbia	2/1/2008	BFGoodrich Outstanding Trails Program Press Release 2 - Whipsaw	421,303	Positive	3
Four Wheeler Magazine	Magazine	National	Gold in Colorado	2/1/2008	Multi-Page article about the Mile Hi Jeep Club, mentions TL! support	262,527	Positive	3
Dune Buggies and Hot VWs	Magazine	National	Dune Safety	2/1/2008	ASA produced a "Time Out for Safety" DVD covers basics and TL! principles	63,376	Positive	3
Dirt Rider	Magazine	National	Tread Lightly!	2/1/2008	Membership Raffle Program Press Release	168,990	Positive	3
Off-Road Magazine	Magazine	National	Off-Road Rant	2/1/2008	Lists TL! as a resource for preserving off-road use	70,966	Positive	3
Fort Worth Star-Telegram	Newspaper	Texas	Kermit was wrong: It is easy being green	2/24/2008	Gives tips for being green when traveling-- gives TL! & LNT as main sources	289,061	Positive	3
Offroad.com	News Site	National	Ten Ways to Tread Lightly with a Snowmobile	2/26/2008	Snowmobile seasonal press release	50,000	Positive	3
The Dolphin	News Site	Connecticut	Who Tracked the Mud In?	2/28/2008	Club members have sanctioned event, observe TL! policies	7,500	Positive	3
JP Magazine	Magazine	National	Jeep News and Rumors	2/29/2008	Tread Trainer course announcement in California	34,089	Positive	3
Toyota Trails Magazine	Magazine	National	Tread Lightly!	3/1/2008	Guidelines for TLCA members outlining good TL! practices	15,000	Positive	3
FourWheeler.com	News Site	National	TDS Shakedown Run	3/10/2008	Author Sean Holman describes Tierra Del Sol Ride, mentions TL!	25,000	Positive	3
The Desert Sun	Newspaper	California	Calendar: America's Lion	3/10/2008	Announcement about Tread Trainer course provided by Mark Farley	42,911	Positive	3
Dirt Rider.com	News Site	National	Tread Lightly! Develops MySpace and Facebook Pages	3/13/2008	All March TREADlines announcements	15,000	Positive	3
Anderson Independent- Mail	Newspaper	South Carolina	Grab your bike and hit the road -- or mountain	3/20/2008	Basics of mountain biking with a list of TL! tips	33,762	Positive	3
Sacramento Bee	Newspaper	California	Revvng Up to Help Repair Eldorado Forest Land	3/22/2008	Author finds discrepancies in old TL! article about the Eldorado	282,488	Negative	1
4-Wheel & Off-Road	Magazine	National	Tread Lightly! Gives Away Gear	3/24/2008	Membership Raffle Program Press Release	409,741	Positive	3
Off-Road Business	Magazine	National	BFG, Tread Lightly!, and UFWDA Unveils Six New Trails	3/25/2008	BFGoodrich Outstanding Trails Program Press Release 3	16,100	Positive	3
Off-Road Business e-newsletter	Magazine	National	BFG, Tread Lightly!, and UFWDA Unveils Six New Trails	3/25/2008	BFGoodrich Outstanding Trails Program Press Release 3	10,000	Positive	3
Difflock Magazine	Magazine	National	Use it Or Lose It	4/1/2008	Ways to Protect Your Access-- TL! is described	5,000	Positive	3
ATV Escape	Website	National	10 ways to minimize impact on the outdoors with an ATV	4/3/2008	Seasonal Press Release: 10 Ways to Minimize Impact with an ATV	2,500	Positive	3
SheKnows.com	Website	National	It's More Than Just a Walk	4/7/2008	Tips to hike responsibly in the outdoors	2,500	Positive	3
Toyota Open Road Blog	Website	National	Toyota & the Audubon Society	4/10/2008	TL! used as a shield against angry four wheelers over Cape Hatterus issue	5,000	Neutral	3
Deseret News	Newspaper	Utah	Green Tint in Vogue this Week	4/21/2008	Article about the green fad-- lists local environmental groups including TL!	69,675	Positive	3
Dirt Rider.com	Website	National	TL! and HUMMER Announce Grant Giving Initiative	4/24/2008	HUMMER's Recreation Rescue Release	10,000	Positive	3
Harminika	Website	National	HUMMER Announces Grant Giving Initiative for Rec Sites	4/25/2008	HUMMER's Recreation Rescue Release	1,000	Positive	3
Motorcycle.com	Website	National	HUMMER to Help Fund OHV Projects	4/25/2008	HUMMER's Recreation Rescue Release	168,377	Positive	3
EricPetersAuto.com	Website	National	Hummer... and Tread Lightly!?	4/27/2008	HUMMER's Recreation Rescue Release	2,500	Positive	3
BuzzTracker.com	Website	National	HUMMER News	4/27/2008	HUMMER's Recreation Rescue Release	5,000	Positive	3
Automotive.com	Website	National	HUMMER Enthusiast	4/27/2008	HUMMER's Recreation Rescue Release	39,588	Positive	3
ATVSport.com	Website	National	Tread Lightly! and HUMMER Announce Grants	4/28/2008	HUMMER's Recreation Rescue Release	15,000	Positive	3
Central Cal Off-Road Magazine	Magazine	California	Tread Lightly! eBay Charity Auction	5/1/2008	Charity Auction Press Release	10,000	Positive	3
Living Aboard	Newspaper	Texas	General Tips for Environmentally Conscious Boating	5/1/2008	Tips to boat responsibly, includes recommendation to take online TL! course	10,000	Positive	3
ATV Sport	Magazine	National	Tread Lightly! Charity Auction	5/1/2008	Charity Auction Press Release	68,450	Positive	3
Park News - Lake Roosevelt	Newspaper	Washington	Tread Lightly! on the Water	5/1/2008	TL! Water principles and tips	12,000	Positive	3
Truck Trend.com	Website	National	HUMMER, Tread Lightly! Launch Grant Program	5/1/2008	HUMMER's Recreation Rescue Release	94,886	Positive	3
Low Range	Magazine	National	Tread Lightly! Hosts eBay Charity Auction June 2-11	5/1/2008	Charity Auction Press Release	5,000	Positive	3

News Coverage Report FY 08

Media Name	Type	Location	Article Title	Date	Description	Circulation	Climate	Accuracy
Outdoor Recreation 365	Website	National	HUMMER's Recreation Rescue	5/3/2008	HUMMER's Recreation Rescue Release	7,500	Positive	3
Times Call	Newspaper	Colorado	Tread Heads	5/5/2008	Article about Trailridge Runners Club, supporters of TL!	20,527	Positive	3
Cycle News	Magazine	National	Penton and Uhl: A Different Vision for Off-Roading	5/7/2008	Article about Billy Uhl & Tom Penton- Says Uhl is a Master Trainer	218,400	Positive	3
4x4offroads.com	Website	National	Tread Lightly! & HUMMER Grant Giving	5/8/2008	HUMMER's Recreation Rescue Release	5,000	Positive	3
Ehler's Powersports Business	Magazine	National	Tread Lightly!, HUMMER Announce Grant Initiative	5/12/2008	HUMMER's Recreation Rescue Release	11,001	Positive	3
MyRide.com	Website	National	HUMMMER Recreation Rescue	5/13/2008	HUMMMER's Recreation Rescue Release	5,000	Positive	3
The Wendover Times	Newspaper	Utah	Come Join the Local Tread Lightly! and Win!	5/16/2008	Paper created contest to help TL! gain membership	6,700	Positive	3
Off Road Business	Website	National	Saving the Off-Road Nation	5/28/2008	Lori Editorial Putting Financial Resources into Natural Resources	7,500	Positive	1
Dirt Rider	Magazine	National	I Can Do That!	6/1/2008	A how to article for tricks/techniques- Promotes TL!'s site	157,750	Positive	3
4-Wheel ATV Action	Magazine	National	Alert! Save Our Trails!	6/1/2008	Lists ways trails can be saved- includes description of BFGoodrich Program	32,965	Positive	3
Arizona Outdoorsman	Magazine	Arizona	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	5,000	Positive	3
Sand Addiction Magazine	Magazine	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	10,000	Positive	3
4wheelloffroad.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	50,000	Positive	3
4wdandsportutility.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	50,000	Positive	3
4x4community.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	5,000	Positive	3
4x4offroads.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	5,000	Positive	3
4x4wire.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	5,000	Positive	3
abc-of-hiking.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
Ajeepthing.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
AmericasNetwork.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	1,000	Positive	3
APBiz.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
ARGuideMountainBikingwordpress.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
atvfan.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
ATVmagonline.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
ATVposters.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
ATVrider.automotive.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
ATVrider.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	25,000	Positive	3
ATVRiderOnline.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
ATVSource.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
ATVSport.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	25,000	Positive	3
ATVtest.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
ATVtime.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
AuctionAds.info	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
Auctions.a1net.biz	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
AZOD.com	Website	Arizona	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
Backpacking.net	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
BagsBuy.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	1,000	Positive	3
Biokleen.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
BoardReader.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
CarSales1.info	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	1,000	Positive	3
CentralCalOffRoadAds.com	Website	California	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
DCRNnews.wordpress.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
DirtRider.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	25,000	Positive	3
DirtyGazar.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
expeditionportal.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
ExtremeSportsVideo.net	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
FourWheeler.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	25,000	Positive	3
GreatLakes4x4.com	Website	Michigan	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
GreenDaily.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
HikingDaveOpenHeimer.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
HikingForums.net	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
InfoPig.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	1,244	Positive	3
JeepCoop.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
KMAoffroad.com	Website	Louisiana	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
knowwhere2jeep.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
LandRoverForums.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
lccgeurope.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	1,500	Positive	3
MidwestJeepThing.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3

News Coverage Report FY 08

Media Name	Type	Location	Article Title	Date	Description	Circulation	Climate	Accuracy
MotionOffroad.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
Motorcyclist.Automotive.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
Mototips.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
MotoUtah.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
MountainCreek.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
Mudbog.net	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
MyATVblog.info	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
MyGreenWeek.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
MyJeepRocks.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
NinonChief.info	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
Off-Road Enthusiasts MySpace Group	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
Off-Road.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	25,000	Positive	3
OffRoadChat.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
OffRoadJunkies.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
Outernet.blog	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
pgh-offroad.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
PierandSurf.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
Pirate4x4.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	25,000	Positive	3
PutFour.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
Quadcrazy.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
quadratecnews.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
RCBoards.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
RockyMountainExtreme.com	Website	Utah	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
Searchforecast.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
SimpleAuction.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
sira4x4.net	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
SportSnipe.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
TheATVzone.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
thenewx.org	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
TheWinningEdge.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
Tnrovers.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	1,000	Positive	3
TotalMotorcycle.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
TrailRunning.Feedup.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	1,000	Positive	3
utv-news-product-reviews.blogspot.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
VentureTree.net	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	1,000	Positive	3
VirtualJeepClub.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
WranglerForum.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
Zibb.com	Website	National	Tread Lightly! eBay Charity Auction	6/1/2008	Charity Auction Press Release	2,500	Positive	3
In Gear	Magazine	California	Stewart Report	6/1/2008	Stewart says he is in talks with TL! on possible grant projects	5,000	Positive	2
4-Wheel & Off-Road	Magazine	National	Just Do Something	6/1/2008	Encouragement to save trails, TL! listed as a resource	402,972	Positive	3
ATVA News	Magazine	National	HUMMER Program Launched	6/1/2008	HUMMER's Recreation Rescue Release	5,000	Positive	3
Sand Sports Magazine	Magazine	National	BFGoodrich Outstanding Trails Recognizes Black Cat Trail	6/1/2008	BFGoodrich Outstanding Trails Program Press Release 3- Black Cat	24,686	Positive	3
Crawl Magazine	Magazine	National	Tread Lightly! Charity Auction	6/1/2008	Charity Auction Press Release	10,000	Positive	3
4-Wheel & Off-Road	Magazine	National	Don't Waste Time, or Our Land	6/1/2008	Editorial about being stonger advocates for 4-wheeling, suggests using TL!	402,922	Positive	3
Reporter Herald	Newspaper	Colorado	Big Wheels, Big Fun	6/2/2008	Article about Trailridge Runners Club, supporters of TL!, includes principles	17,462	Positive	3
Burlington Free Press	Newspaper	Vermont	Muddy Chef Challenge this Weekend in Stowe	6/7/2008	Says environmental discussion will be led by TL! as part of event	41,780	Positive	2
ATV Source.com	Website	National	TL! Helps OHV Community Gain Favorable Reputation	6/20/2008	Overview of the Tread Lightly! organization	2,500	Positive	3
The Tribune Democrat	Newspaper	Pennsylvania	Going Off Road and Into the Bear's Den	6/22/2008	Editorial about adventures 4-wheeling-- club sticks with TL! program	37,651	Positive	3
Off-Road.com	News Site	National	Tread Lightly! and HUMMER Help Open Trail System in Florida	6/26/2008	Ocala HUMMER's Recreation Rescue Release	50,000	Positive	3
4-Wheel & Off-Road	Magazine	National	Tread Lightly! Auctions to Support Land Use Issues	7/1/2008	Charity Auction Press Release	409,741	Positive	3
4x4training.org	News Site	National	Be a Good Sport: Tread Lightly!	7/1/2008	TREAD principles as encouraged by Tread Trainer Tom Severin	5,000	Positive	3
4-Wheel & Off-Road	Magazine	National	Outstanding Trails Named for '08	7/1/2008	BFGoodrich Outstanding Trails Program Press Release 3	402,972	Positive	3
Four Wheeler	Magazine	National	Tread Lightly! Charity Auction	7/1/2008	Charity Auction Press Release	262,527	Positive	3
MotorHome	Magazine	National	News Briefs	7/1/2008	Jayco renewed their partnership with Tread Lightly!	141,287	Positive	3
Muirnet.com	Website	National	TL! & HUMMER Help Open Trail System in Ocala NF	7/1/2008	Ocala HUMMER's Recreation Rescue Release	7,500	Positive	3
4x4wire.com	Website	National	TL! & HUMMER Help Open Trail System in Ocala NF	7/1/2008	Ocala HUMMER's Recreation Rescue Release	10,000	Positive	3
The Motorcyclist's Post	Magazine	National	AMA Rights: News & Notes	7/1/2008	Mentions Travel Management Rule survey created by orgs including TL!	12,000	Positive	3
Men's Fitness	Magazine	National	Take Your Off-Road Adventures to New Heights	7/1/2008	BFGoodrich Outstanding Trails Program Press Release 3	769,426	Positive	3

News Coverage Report FY 08

Media Name	Type	Location	Article Title	Date	Description	Circulation	Climate	Accuracy
WATVA Trail Tales	Magazine	Wisconsin	Wisconsin Outdoor Education Expo 2008	7/1/2008	Description of Outdoor Expo- Lightfoot made an appearance	7,500	Positive	3
Delta County Independent	Newspaper	Colorado	Enjoying Colorado's Outback	7/2/2008	Article about ATVing, club says they follow TL! program	7,700	Positive	3
4x4wire.com	Website	National	Be a Good Sport: Tread Lightly!	7/7/2008	TREAD principles as encouraged by Tread Trainer Tom Severin	5,000	Positive	3
4 Wheel Drive and Sport Utility	Magazine	National	Leaving No Trace is Today's Backcountry Ethic	7/15/2008	Camping seasonal press release	44,051	Positive	3
KPXQ Arizona 360	Radio Show	Arizona	Interview with Monica Clay	7/17/2008	Interview with Monica Clay about minimizing impact in Arizona	7,500	Positive	3
YotaTech.com	Website	National	Tread Lightly! When Campign	7/17/2008	Camping seasonal press release	5,000	Positive	3
Capital Press	Newspaper	Oregon	Safe Boaters Protect Themselves, Habitat	7/18/2008	Tips to boat responsibly, includes TL! tips and website	38,000	Positive	3
Reuters Canada	News Service	National	Tread Lightly! & HUMMER Help Maintain Trail in Sierra NF	7/28/2008	Sierra HUMMER's Recreation Rescue Release	50,000	Positive	3
Paddock Talk	Website	National	TL! & HUMMER Help Maintain Trail in Sierra NF	7/28/2008	Sierra HUMMER's Recreation Rescue Release	11,000	Positive	3
Dirt Sports	Magazine	National	Going Green	7/29/2008	Interview w/Lori about why environmentalism makes good business sense	36,000	Positive	3
RedOrbit.com	Website	National	Take Only Pictures, Leave Only Footprints	7/29/2008	Camping seasonal press release	5,000	Positive	3
TruckBlog.com	Website	National	Tread Lightly & HUMMER Maintain Trail in Sierra Nat. Forest	7/31/2008	Sierra HUMMER's Recreation Rescue Release	10,000	Positive	3
4-Wheel & Off-Road	Magazine	National	Trail Tech for the First Time Buyer	8/1/2008	Lists TL! as a resource for preserving off-road use	402,972	Positive	3
Parts & People Mountain Edition	Newspaper	Colorado	General Motor's HUMMER Tread Lightly!	8/1/2008	HUMMER's Recreation Rescue Release	7,789	Positive	3
This Week Kauai	Newspaper	Hawaii	Don't Get Thumped	8/1/2008	Tips to swim responsibly on the shore, with a reminder to TL!	42,000	Positive	3
Parts & People Northwest Motor Edition	Newspaper	Colorado	General Motor's HUMMER Tread Lightly!	8/1/2008	HUMMER's Recreation Rescue Release	8,888	Positive	3
Shellbyville Daily Union	Newspaper	Illinois	Tread Lightly! When Hiking	8/10/2008	Article about hiking that includes TL!'s hiking tips	3,200	Positive	3
Tire Review.com	Website	National	BFG Names Quinn Lakes as Outstanding Trail	8/28/2008	BFGoodrich Outstanding Trails Program Press Release 3- Quinn Lakes	5,000	Positive	3
Auto Network	Web Show	National	Interview with Lori McCullough	9/6/2008	Interview w/Lori McCullough about off-roading & the state of recreation	7,500	Positive	3
Total Impressions of News Coverage Mentioning Tread Lightly!						10,838,040		

Print Public Service Announcement Tracking FY 2008							
Publication	PSA	Date	Year	Size	Color	Circulation	In-Kind Amount
PowerSports Business	Wide Open Platinum	October	2007	Full Page	Color	11,001	\$5,260.00
ATV Sport	Wide Open Gold	October	2007	1/2	Color	100,000	\$4,000.00
Four Wheeler	Camping	October	2007	1/3	Color	291,795	\$13,230.00
JP Magazine	Fishing	October	2007	1/6	Color	34,089	\$1,890.00
JP Magazine	4WD	October	2007	1/6	Color	34,089	\$1,890.00
JP Magazine	Camping	October	2007	1/6	Color	34,089	\$1,890.00
Four Wheeler	Camping	October	2007	1/6	Color	291,795	\$6,950.00
Cycle News	Ride Hard Map	October	2007	1/3	Color	35,081	\$1,360.00
Cycle News	Ride Hard Map	October	2007	1/3	Color	35,081	\$1,360.00
Cycle News	Ride Hard Map	October	2007	1/3	Color	35,081	\$1,360.00
Cycle News	Ride Hard Map	October	2007	1/3	Color	35,081	\$1,360.00
JP Magazine	Camping	October	2007	1/3	Color	34,089	\$3,740.00
J Rations	Ride Hard 4WD	October	2007	1/2	Color	15,000	\$1,000.00
Personal Watercraft Illus.	PWC	October	2007	1/3	Color	39,852	\$1,000.00
J Rations	4WD	October	2007	1/6	Color	15,000	\$750.00
Camping Life	Camping	October	2007	1/6	Color	93,430	\$1,100.00
Low Range	Ride Hard 4WD	October	2007	Full Page	Color	6,000	\$2,000.00
Off Road Adventures	ATV	October	2007	1/6	Color	568,000	\$7,000.00
Camping Life	Wide Open Bronze	November	2007	1/3	Color	93,430	\$7,060.00
JP Magazine	Membership-Warn	November	2007	1/6	Color	34,089	\$1,890.00
Deisel Power Specials	Camping	November	2007	1/12	Color	20,000	\$190.00
4-Wheel & Off-Road	Camping	November	2007	1/6	Color	409,741	\$14,440.00
4-Wheel & Off-Road	Camping	November	2007	1/12	Color	409,741	\$9,870.00
JP Magazine	4WD	November	2007	1/6	Color	34,089	\$1,890.00
Camping Life	Wide Open Bronze	November	2007	1/3	Color	93,430	\$7,060.00
Cycle News	Open to the Public	November	2007	1/6	Color	35,081	\$1,060.00
Sand Sports	Ride Hard ATV	November	2007	Full Page	Color	31,812	\$2,190.00
JP Magazine	Membership-Cabelas	November	2007	1/6	Color	34,089	\$1,890.00
JP Magazine	Camping	November	2007	1/6	Color	34,089	\$1,890.00
JP Magazine	Fishing	November	2007	1/6	Color	34,089	\$1,890.00
Off Road Adventures	ATV	November	2007	1/6	Color	568,000	\$7,000.00
Off Road Adventures	ATV	November	2007	1/6	Color	568,000	\$7,000.00
Overland Journal	Camping	November	2007	Full Page	Color	10,000	\$2,500.00
4-Wheel & Off Road	Camping	November	2007	1/12	Color	409,741	\$9,870.00
Reader's Rigs	All Partner Ad	November	2007	Full Page	Color	20,000	\$4,750.00
Off Road Adventures	ATV	November	2007	1/12	Color	568,000	\$2,000.00
American Snowmobiler	Snowmobile	November	2007	1/6	Color	68,514	\$1,177.00
JP Magazine	Membership-Cabelas	November	2007	1/6	Color	34,089	\$1,890.00
Cycle News	Open to the Public	December	2007	1/8	Color	32,397	\$750.00
Four Wheeler	Camping	December	2007	1/6	Color	291,795	\$6,950.00
4-Wheel & Off-Road Specials	Ride Hard 4WD	December	2007	2/3	Color	20,000	\$3,625.00
J Rations	Ride Hard 4WD	December	2007	1/2	Color	15,000	\$1,000.00
Snow Goer	All Partner Ad	December	2007	Full Page	Color	68,044	\$9,230.00
Overland Journal	Camping	December	2007	Full Page	Color	10,000	\$2,500.00

Print Public Service Announcement Tracking FY 2008

Publication	PSA	Date	Year	Size	Color	Circulation	In-Kind Amount
ATV Magazine	Ride Hard ATV	December	2007	1/8	Color	240,104	\$3,000.00
Cycle News	Open to the Public	December	2007	1/6	Color	35,081	\$1,060.00
Four Wheeler	Camping	December	2007	1/6	Color	291,795	\$6,950.00
Deisel Power Specials	Camping	December	2007	1/3	Color	20,000	\$980.00
Trailer Boats	Boating	December	2007	1/8	Color	100,063	\$1,900.00
Four Wheeler Specials	4WD	December	2007	1/2	Color	100,000	\$1,500.00
Off Road Adventures	4WD	December	2007	1/8	Color	586,000	\$3,500.00
American Executive	Ride Hard 4WD	December	2008	1/4	Color	50,000	\$2,500.00
American Executive	Ride Hard 4WD	December	2008	1/4	Color	50,000	\$2,500.00
American Snowmobiler	Snowmobile	December	2007	1/6	Color	68,514	\$1,177.00
Snow Goer	Wide Open Gold	January	2008	1/2	Color	68,044	\$4,200.00
Deisel Power Specials	Camping	January	2008	1/12	Color	20,000	\$220.00
Deisel Power Specials	4WD	January	2008	1/6	Color	20,000	\$1,440.00
Camping Life	Camping	January	2008	1/8	Color	93,430	\$750.00
JP Magazine	4WD	January	2008	1/6	Color	34,089	\$1,890.00
JP Magazine	4WD	January	2008	1/2	Color	34,089	\$5,160.00
JP Magazine	Fishing	January	2008	1/6	Color	34,089	\$660.00
JP Magazine	Membership-Cabelas	January	2008	1/6	Color	34,089	\$1,890.00
JP Magazine	Membership-Warn	January	2008	1/6	Color	34,089	\$1,890.00
Four Wheeler Specials	Ride Hard 4WD	January	2008	2/3	Color	291,795	\$20,550.00
4-Wheel & Off-Road	Camping	January	2008	1/12	Color	409,741	\$9,870.00
4-Wheel & Off-Road	Ride Hard 4WD	January	2008	1/2	Color	409,741	\$24,135.00
Sand Sports	Ride Hard ATV	January	2008	Full Page	Color	31,812	\$2,190.00
American Executive	Ride Hard PWC	January	2008	1/4	Color	50,000	\$2,500.00
Four Wheeler	Camping	January	2008	1/6	Color	291,795	\$6,950.00
4-Wheel & Off Road	Ride Hard 4WD	January	2008	2/3	Color	409,741	\$30,440.00
JP Magazine	Membership-Cabelas	January	2008	1/6	Color	34,089	\$1,890.00
Reader's Rigs	Wide Open Bronze	February	2008	1/3	Color	30,000	\$2,425.00
Off Road Adventures	4WD	February	2008	1/6	Color	500,711	\$7,000.00
4-Wheel & Off-Road	Ride Hard 4WD	February	2008	2/3	Color	409,741	\$30,440.00
ATV Rider	Ride Hard ATV	February	2008	1/3	Color	39,895	\$2,555.00
Off-Road Adventures	Ride Hard 4WD	February	2008	1/6	Color	568,000	\$7,000.00
Off-Road Adventures	Ride Hard 4WD	February	2008	1/6	Color	568,000	\$7,000.00
Off-Road Adventures	Ride Hard 4WD	February	2008	1/6	Color	568,000	\$7,000.00
RV X-treme	Ride Hard 4WD	February	2008	1/3	Color	10,000	\$2,350.00
PowerSports Business	Wide Open Platinum	February	2008	2/3	Color	11,001	\$5,425.00
Cycle News	Motorcycle	February	2008	1/6	Color	35,081	\$1,060.00
Cycle News	Motorcycle	February	2008	1/6	Color	35,081	\$1,060.00
Cycle News	Motorcycle	February	2008	1/6	Color	35,081	\$1,060.00
Dirt Rider	Ride Hard Wash	February	2008	1/3	Color	168,990	\$6,520.00
Trailer Boats Towing Insert	Boating	February	2008	Full Page	Color	100,015	\$7,800.00
Four Wheeler	4WD	February	2008	1/2	Color	291,795	\$17,800.00
JP Magazine	Membership-Goodyear	March	2008	1/6	Color	34,089	\$1,890.00
Cycle News	Motorcycle	March	2008	1/4	Color	35,081	\$1,360.00

Print Public Service Announcement Tracking FY 2008

Publication	PSA	Date	Year	Size	Color	Circulation	In-Kind Amount
Cycle News	Motorcycle	March	2008	1/4	Color	35,081	\$1,360.00
ATV Sport	Ride Hard ATV	March	2008	1/4	Color	100,000	\$2,000.00
Diesel Power	Wide Open Bronze	March	2008	1/3	Color	60,000	\$1,835.00
Diesel Power	4WD	March	2008	1/6	Color	60,000	\$565.00
J Rations	Ride Hard 4WD	March	2008	1/2	Color	15,000	\$1,000.00
4-Wheel & Off-Road	Open to the Public	March	2008	Full Page	Color	402,972	\$38,045.00
ATV Sport	Ride Hard ATV	March	2008	1/6	Color	100,000	\$1,800.00
4-Wheel & Off-Road	Wide Open Bronze	March	2008	1/3	Color	409,741	\$20,930.00
ATV Magazine	Ride Hard ATV	March	2008	1/12	Color	240,104	\$1,500.00
Diesel Power	4WD	March	2008	1/2	Color	60,000	\$6,500.00
Diesel Power	Wide Open Bronze	March	2008	1/3	Color	60,000	\$4,855.00
4-Wheel & Off-Road	4WD	March	2008	1/2	Color	402,972	\$25,340.00
Personal Watercraft Illus.	Ride Hard PWC	March	2008	Full Page	Color	39,852	\$2,000.00
ATV Sport	Ride Hard ATV	March	2008	1/12	Color	100,000	\$900.00
Diesel Power	Wide Open Bronze	April	2008	1/3	Color	60,000	\$4,855.00
Diesel Power	Camping	April	2008	1/3	Color	60,000	\$4,855.00
Trailer Boats	All Partner Ad	April	2008	Full Page	Color	104,546	\$8,060.00
Low Range	Ride Hard 4WD	April	2008	Full Page	Color	5,000	\$1,900.00
4WD Toyota Owner	Ride Hard 4WD	April	2008	1/6	Color	10,000	\$1,500.00
4-Wheel & Off-Road	Camping	April	2008	1/6	Color	409,741	\$12,465.00
JP Magazine	Ride Hard 4WD	April	2008	1/3	Color	34,089	\$3,925.00
JP Magazine	Ride Hard 4WD	April	2008	1/3	Color	34,089	\$3,925.00
JP Magazine	Camping	April	2008	1/6	Color	34,089	\$1,890.00
JP Magazine	Ride Hard 4WD	April	2008	1/3	Color	34,089	\$3,925.00
JP Magazine	4WD	April	2008	1/6	Color	34,089	\$1,890.00
JP Magazine	Ride Hard 4WD	April	2008	1/3	Color	34,089	\$3,925.00
Four Wheeler	Camping	April	2008	1/6	Color	291,795	\$7,500.00
Low Range	Ride Hard 4WD	April	2008	Full Page	color	5,000	\$1,900.00
Off Road Adventures	Ride Hard 4WD	April	2008	1/6	Color	586,000	\$7,000.00
Trail Tales	Logo	April	2008	1/8	Color	5,000	\$250.00
American Executive	4WD	April	2008	1/6	Color	50,000	\$2,500.00
American Executive	PWC	April	2008	1/6	Color	50,000	\$2,500.00
Cabela's Outfitter Journal	Open to the Public	April	2008	1/2	Color	120,000	\$3,000.00
Cycle News	Motorcycle	May	2008	1/4	Color	36,296	\$1,360.00
Cycle News	Motorcycle	May	2008	1/4	Color	36,296	\$1,360.00
Cycle News	Motorcycle	May	2008	1/4	Color	36,296	\$1,360.00
Dealernews	Auction	May	2008	1/2	Color	17,447	\$1,113.00
JP Magazine	Ride Hard 4WD	May	2008	1/3	Color	34,089	\$1,890.00
JP Magazine	Ride Hard 4WD	May	2008	1/3	Color	34,089	\$1,890.00
JP Magazine	Membership-Warn	May	2008	1/6	Color	34,089	\$1,890.00
JP Magazine	Membership-Goodyear	May	2008	1/6	Color	34,089	\$1,890.00
4-Wheel & Off-Road	Membership-Cabelas	May	2008	1/6	Color	409,741	\$12,465.00
4-Wheel & Off-Road	Membership-Warn	May	2008	1/6	Color	409,741	\$12,465.00
4-Wheel & Off Road	Ride Hard 4WD	May	2008	2/3	Color	409,741	\$16,000.00

Print Public Service Announcement Tracking FY 2008

Publication	PSA	Date	Year	Size	Color	Circulation	In-Kind Amount
Camping Life	All Partner Ad	May	2008	Full Page	Color	93,430	\$7,060.00
Bass & Walleye Boats	All Partner Ad	May	2008	Full Page	Color	63,882	\$3,000.00
Moab Times	Special Kawasaki Ad	May	2008	Full Page	Color	8,000	\$2,500.00
Personal Watercraft Illus.	Play Nice	May	2008	1/2	Color	39,852	\$1,500.00
Diesel Power	Camping	May	2008	1/12	Color	140,870	\$220.00
Diesel Power	Camping	May	2008	1/3	Color	140,870	\$4,855.00
Diesel Power	Open to the Public	May	2008	Full Page	Color	140,870	\$9,850.00
Diesel Power	Open to the Public	May	2008	Full Page	Color	140,870	\$9,850.00
Camping Life	All Partner Ad	May	2008	Full Page	Color	83,006	\$6,285.00
Camping Life	Wide Open-Bronze	May	2008	1/3	Color	93,430	\$3,535.00
Bass & Walleye Boats	All Partner Ad	May	2008	Full Page	Color	63,882	\$3,000.00
ATV Sport	All Partner Ad	June	2008	Full Page	Color	100,000	\$10,000.00
Mini Truckin Specials	Ride Hard 4WD	June	2008	1/3	Color	41,166	\$2,190.00
JP	Membership-Goodyear	June	2008	1/6	Color	34,089	\$1,890.00
JP	Membership-Warn	June	2008	1/6	Color	34,089	\$1,890.00
Diesel Power	Open to the Public	June	2008	Full Page	color	140,870	\$9,850.00
Cycle News	Motorcycle	June	2008	1/4	Color	36,296	\$1,360.00
ATV Sport	Ride Hard 4WD	June	2008	1/6	Color	68,450	\$1,000.00
ATV Sport	All Partner Ad	June	2008	Full Page	Color	68,450	\$6,000.00
Mini Truckin Specials	Camping	June	2008	1/6	Color	41,166	\$670.00
Diesel Power	Camping	June	2008	1/3	Color	140,870	\$4,855.00
Cycle News	Motorcycle	June	2008	1/4	Color	36,296	\$1,360.00
Boating Industry	Boating	June	2008	1/3	Color	26,031	\$1,965.00
4-Wheel & Off Road	Ride Hard 4WD	June	2008	2/3	Color	409,741	\$30,440.00
4-Wheel & Off Road	Wide Open-Bronze	June	2008	1/3	color	409,741	\$20,930.00
Camping Life	All Partner Ad	June	2008	Full Page	Color	83,006	\$6,285.00
ATV rider	Ride Hard 4WD	July	2008	1/3	color	39,895	\$2,555.00
Four Wheeler	Camping	July	2008	1/6	color	291,795	\$7,500.00
Diesel Power	Wide Open-Bronze	July	2008	1/3	Color	140,870	\$4,855.00
Four Wheeler	Camping	July	2008	1/6	Color	291,795	\$7,500.00
Motorcycle Product News	ATV	July	2008	Full Page	Color	17,250	\$5,000.00
4-Wheel & Off Road	Auction	July	2008	1/3	Color	409,741	\$20,930.00
Four Wheeler	Auction	July	2008	1/6	Color	291,795	\$7,500.00
Diesel Power	Ride Hard	July	2008	2/3	color	140,870	\$4,350.00
Diesel Power	All Partner Ad	July	2008	Full Page	Color	140,870	\$9,850.00
JP	4WD	July	2008	1/3	Color	34,089	\$1,890.00
Jp	This Impression	July	2008	Full Page	Color	34,089	\$6,000.00
JP	Membership-Warn	July	2008	1/2	Color	34,089	\$5,160.00
JP	Membership-Warn	July	2008	1/6	Color	34,089	\$1,890.00
ATV Magazine	Wide Open-Silver	July	2008	1/3	Color	240,104	\$6,700.00
Mini Rider	Motorcycle	July	2008	1/2	Color	10,000	\$2,435.00
4-Wheel & Off Road	Open to the Public	July	2008	Full Page	Color	409,741	\$38,045.00
ATV Rider	Ride Hard ATV	July	2008	1/3	Color	39,895	\$2,555.00
Four Wheeler	Auction	July	2008	1/3	Color	291,795	\$7,500.00

Print Public Service Announcement Tracking FY 2008

Publication	PSA	Date	Year	Size	Color	Circulation	In-Kind Amount
ATV Sport	Auction	July	2008	1/2	Color	68,450	\$4,500.00
Four Wheeler	Auction	July	2008	1/3	Color	291,795	\$7,500.00
JP	Wide Open-Gold	July	2008	1/2	Color	34,089	\$5,160.00
Sand Sports	Ride Hard ATV	July	2008	Full Page	Color	29,424	\$2,190.00
4WD Toyota Owner	Ride Hard 4WD	July	2008	1/6	Color	10,000	\$1,000.00
Moab Happenings	Unknown	July	2008	1/6	BW	3,000	\$175.00
Cycle News	Open to the Public	July	2008	1/6	Color	36,296	\$999.00
Cycle News	Motorcycle	July	2008	1/4	Color	36,296	\$1,360.00
Cycle News	Ride Hard Map	July	2008	1/4	Color	36,296	\$1,360.00
Cycle News	Motorcycle	July	2008	1/4	Color	36,296	\$1,360.00
Cycle News	Motorcycle	July	2008	1/4	Color	36,296	\$1,360.00
American Executive	Motorcycle	July	2008	1/4	Color	50,000	\$2,500.00
Off Road Adventures	Logo	July	2008	1/20	Color	500,711	\$350.00
4-Wheel & Off Road	Open to the Public	August	2008	Full Page	color	409,741	\$38,045.00
JP	Ride Hard 4WD	August	2008	1/3	Color	34,089	\$3,925.00
JP	Membership-Warn	August	2008	1/6	Color	34,089	\$1,890.00
Diesel Power	Camping	August	2008	1/3	Color	140,870	\$4,855.00
Diesel Power	Open to the Public	August	2008	Full Page	Color	140,870	\$9,850.00
Moab Happenings	Unknown	August	2008	1/6	BW	3,000	\$175.00
Personal Watercraft Illus.	PWC	August	2008	1/3	Color	35,912	\$1,000.00
Off Road Adventures	Ride Hard 4WD	August	2008	1/6	Color	500,711	\$7,000.00
Off Road Adventures	Logo	August	2008	1/20	Color	500,711	\$350.00
Cycle News	Motorcycle	August	2008	1/4	Color	36,296	\$1,360.00
Cycle News	Motorcycle	August	2008	1/4	Color	36,296	\$1,360.00
Boating Industry	Boating	August	2008	1/4	Unknown	23,437	\$1,000.00
Off Road Adventures	ATV	August	2008	1/6	Color	500,711	\$7,000.00
Trailer Boats	All Partner Ad	August	2008	Full Page	Color	100,063	\$8,060.00
ATV Magazine	Ride Hard ATV	September	2008	1/2	Color	240,104	\$7,500.00
Diesel Power	Open to the Public	September	2008	Full Page	Color	140,870	\$3,760.00
Four Wheeler	Ride Hard 4WD	September	2008	1/3	Color	291,795	\$13,890.00
Diesel Power	Open to the Public	September	2008	Full Page	Color	140,870	\$3,760.00
Diesel Power	4WD	September	2008	1/6	Color	140,870	\$565.00
JP	Membership Warn	September	2008	1/6	Color	34,089	\$1,890.00
Diesel Power	All Partner Ad	September	2008	Full Page	Color	140,870	\$9,850.00
JP	Membership Goodyear	September	2008	1/6	Color	34,089	\$1,890.00
Diesel Power	Wide Open Bronze	September	2008	1/3	Color	140,870	\$4,855.00
ATV Magazine	Ride Hard ATV	September	2008	1/6	Color	240,104	\$3,350.00
4-Wheel & Off Road	Wide Open	September	2008	1/3	Color	409,741	\$20,930.00
4WD Toyota Owner	Ride Hard 4WD	September	2008	1/6	Color	10,000	\$1,000.00
Cycle News	Motorcycle	September	2008	1/4	Color	36,296	\$1,360.00
						Total	\$1,145,056.00

Web Statistics 2008								
	January	February	March	April	May	June	July	August
	Hits	Hits	Hits	Hits	Hits	Hits	Hits	Hits
Home Page	13,156	14,919	18,324	16,922	25,028	46,981	23,221	15,521
Memberships	Hits	Hits	Hits	Hits	Hits	Hits	Hits	Hits
Individual	942	1,035	1,146	1,020	929	922	869	849
Clubs	346	328	459	334	347	293	302	263
Corporations	96	139	153	122	124	122	115	98
Retailers	99	163	174	128	201	138	142	120
Outfitters	111	140	190	113	153	139	110	98
Alliances	97	102	137	110	99	126	110	95
Dealers	83	91	141	83	100	92	94	92
Media	86	88	115	92	92	105	88	73
Government	122	113	191	118	149	119	121	125
Friend Page	928	924	938	848	1,097	812	681	796
Gift Memberships	77	73	99	52	53	70	83	57
Levels of Involvement (Partners)	351	192	255	232	249	243	316	447
Current Official Partners	341	396	323	338	328	336	503	304
Drawing Prizes	138	163	223	165	121	123	122	130
Store	Hits	Hits	Hits	Hits	Hits	Hits	Hits	Hits
Featured	472	541	913	682	744	747	709	810
Decals	398	415	661	1,022	379	293	240	298
Vehicle Accessories	240	203	261	216	193	237	193	188
Apparel	233	256	241	233	209	218	200	210
Educational	112	90	127	97	93	102	101	111
Maps	181	166	159	181	152	191	158	121
Advertising/Promotion	58	64	55	40	50	48	41	42
Outdoor	96	115	106	119	100	199	104	87
Souvenir	52	53	57	44	43	38	41	38
Clearance	98	132	95	90	77	110	94	81
Remember Password	34	43	52	36	64	41	45	44
Tips	Hits	Hits	Hits	Hits	Hits	Hits	Hits	Hits
Recreation Tips Home Page	2,140	2,240	2,381	2,783	3,811	4,703	5,217	4,348
4-Wheel Drive Tips	1,079	1,263	1,417	1,478	2,274	2,863	1,917	1,313
ATV Tips	973	947	1,263	1,704	3,036	4,759	2,580	1,775
Off-Highway Motorcycle Tips	285	217	324	333	459	558	450	338
Geocaching Tips	114	163	485	124	141	138	386	215
Mountain Bike Tips	696	1,059	959	1,325	2,027	2,991	2,151	1,657
Personal Watercraft Tips	74	73	118	165	450	1,061	795	428
Hunting Tips	18	20	37	36	33	51	30	38
Snowmobile Tips	1,344	1,045	588	336	277	350	247	217
Hunting with ATV Tips	1,113	1,121	1,195	1,317	2,033	2,540	1,731	1,336

Web Statistics 2008								
	January	February	March	April	May	June	July	August
	Hits	Hits	Hits	Hits	Hits	Hits	Hits	Hits
Newsletter	412	463	590	423	546	541	702	607
Press Releases	1,224	1,107	2,108	2,183	2,862	5,312	2,947	1,545
PSAs	613	642	823	885	1,147	1,074	1,303	863
Web Banners	301	327	544	398	413	411	470	333
Ad Guidelines	409	614	889	1,116	1,626	3,035	1,822	973
Featured Articles	179	333	672	305	351	289	328	329
Videos	586	532	637	524	707	506	383	550
Others	Hits	Hits	Hits	Hits	Hits	Hits	Hits	Hits
About Tread Lightly!	781	895	909	928	823	877	883	1,004
Contact Us	383	408	479	468	459	485	549	692
TL! Principles- Land	555	488	503	487	396	366	321	327
TL! Principles- Water	176	170	207	153	164	168	171	159
Events	157	157	239	210	222	235	227	183
Donate	91	148	213	188	172	134	128	130
Annual Report	59	69	50	62	45	74	46	0
CFC Military Donation Page	11	1	2	6	1	0	4	2
Charity Auction			148	418	913	8,878	1,447	29
Other Educational Stuff	Hits	Hits	Hits	Hits	Hits	Hits	Hits	Hits
Lightfoot Coloring Book	27	30	40	38	24	27	48	25
On the Right Trail Video	273	175	236	175	185	184	107	118
On the Right Trail Utah	21	19	36	24	40	10	9	12
Ethic	132	121	126	86	127	187	103	130
Online Awareness Course	638	529	637	571	440	387	371	396
Elementary School Curriculum	79	101	74	115	99	83	97	89
Teaching Materials	459	391	514	545	488	428	484	375
Tread Lightly Kids	Hits	Hits	Hits	Hits	Hits	Hits	Hits	Hits
Tread Lightly! Kids Home	573	575	751	923	1,043	1,486	1,357	1,025
Coloring Pages	184	206	196	216	232	210	206	199
Maze	105	111	103	153	135	128	144	154
Lightfoot Story	55	57	64	97	74	94	109	92
Quiz	60	62	59	76	79	89	100	73
Hiking Checklist	36	49	37	67	56	68	61	57
Story Builder	33	42	48	64	60	62	65	57
Kids Club Mail	8	15	19	15	7	10	13	18
Avg Daily Unique Visitors	801	893	962	1,010	1,317	1,979	1,431	1,100



Program Strategies – FY 2009 and Beyond

Mission

To proactively protect recreation access and opportunities in the outdoors through ethics education and stewardship initiatives

Vision

Tread Lightly!® is a leader in creating good stewards of recreation and the outdoors

Strategic Principle

Deliver a consistent message advocating an ethic of responsible recreation

Strategic Focus

Motorized and mechanized use on public lands and waters

Tagline

On Land and Water

Principles

Travel responsibly

Respect the rights of others

Educate yourself

Avoid sensitive areas

Do your part

Core Competencies

- Building relationships
- Administering projects and programs
- Communicating a consistent/ready made message
- Communicating through focused curriculums and guidebooks
- Providing training

Critical Success Factors

- Secure and diversify funding
- Meet the needs of stakeholders
- Collaborate with others
- Give people opportunities to be involved
- Measure and communicate the effect of Tread Lightly! programs
- Be excellent communicators

Personnel, volunteers and financial resources are structured around these critical success factors.

Priority Objectives for 2009 and Beyond

1. **Overall** – Stabilize and diversify resources, ensure a consistent and compelling message, and continue to create new platforms for education and stewardship opportunities.
2. **Communications** – More and better name recognition for Tread Lightly!, educate our members, partners, and other recreationists through multi-media outlets, and strengthen the Lightfoot® brand especially in association with Tread Lightly!’s ethic.
3. **Education / Stewardship** – Secure funding for Tread Trainer™ program, broader recognition and application of the TREAD principles or Tread Lightly! as an ethic, maintain high quality web-enabled educational materials and programs, increase our ability to provide more trained, high quality, diverse (by recreation type) volunteers, and obtain a higher level of recognition within the water recreation community.
4. **Membership / Resources** – Grow and diversify revenues including charitable donations from individuals, corporations and foundations, develop programs to increase the number of people involved in Tread Lightly!, and ensure member retention at all levels of involvement.

Areas of Operation

We define our areas of operation as:

- **Communications**
- **Education / Stewardship**
- **Membership / Resources**

Communications

Communications goals:

1. Educate the public to recreate responsibly in the outdoors
2. Increase awareness of Tread Lightly!’s mission, programs, products and services, along with its partners
3. Keep stakeholders well informed of Tread Lightly!’s progress

Media Relations / Press Releases: We will continue to generate positive publicity for outdoor ethics and Tread Lightly! by delivering a consistent, credible message, built on an ethic of responsible recreation through both uncontrolled (publicity) and controlled (advertising/promotion) media.

We will continue to create and refine relationships with editors, publishers, web managers, and television stations with a goal of increasing media membership by 20 percent during the course of the year. Our primary audience is the outdoor enthusiast that use motorized and/or mechanized vehicles while enjoying the outdoors with our emphasis placed on enthusiast media

(magazines, websites, and television programs) first and mainstream media second to reach this core group.

We will also continue to develop educational seasonal press releases promoting recreation tips on invasive species, four-wheel driving, and personal watercraft, distributing at least three press releases during the next twelve months. And we will continue to distribute press releases promoting major successes, awards, materials, products, and partnerships. Our goal is to receive coverage of the information in at least 15 publications, per release, with an overall goal of generating at least 7.2 million impressions in print media circulation.

Funding: general operating expenses

As part of their own PR plans, we will develop and distribute press releases for our partner programs, **Tread Trainer** and **Restoration for Recreation**™. Goals are to increase awareness of these programs to maximize participation in training workshops and volunteer opportunities, and generate positive publicity for Tread Lightly! and our partners. Our goal is to generate placement of at least one article or interview per restoration project and generate six mentioning Tread Trainer per year. We will consistently promote our successes to our partners through regular, periodic reporting.

Funding: restricted funds partnership program

Advertising: Tread Lightly!'s **Ride Hard, Play Nice, Open to the Public**, and other print campaigns now have at least \$3.9 million worth of pro bono placements and still have a great life expectancy. We anticipate generating placement of various ads from these campaigns at least 35 times, per quarter throughout 2009.

In 2009 to step up our efforts to reach the individual motorized water recreationists, we will expand placement of PSAs in at least two new water recreation related magazines.

We will continue the production of Partner Appreciation Ads to honor our partners, however pro-bono placements will be scaled back in 2009. This year's campaign will consist of an "all" partners ad recognizing Bronze, Silver, Gold & Platinum partners and exclude Copper partners highlighting partners based on their level of contribution. Source Interlink and Affinity Media have both made individual commitments to continue running these ads during the course of a year.

In 2009 we will update our campaign designed to grow our member base, in particular individuals. Our goal is to receive placement of at least one ad espousing the benefits of joining Tread Lightly! in at least 3 publications by Sept 2009.

Funding: general operating expenses

Tread Lightly!'s website continues to be significant resource for Tread Lightly!., We intend to expand our presence on the internet throughout 2009. We will continue to market our existing web banners, create TREADlines promotions, promote links to www.treadlightly.org with our partners, maintain social networking sites, and importantly work to maintain an advertising grant from Google through periodic reporting. Our goal is to increase unique daily visitors by 10 percent.

Funding: general operating expenses

We will continue to work to expand exposure of Tread Lightly! on TV by promoting Tread Lightly!'s broadcast "ATV" PSA with a goal of securing at least four placements by September 2009. We will also proactively seek Tread Lightly! interviews on outdoor television and radio shows with a goal of generating at least five interviews (radio or TV) by September 2009.

Funding: general operating expenses

Communicating with Stakeholders: Overall, we will communicate successes to our members, industry and government partners, and the media by: distributing press releases of any accomplishments, new materials or programs, awards, etc.; continuing to produce a bi-annual newsletter; continuously updating the website homepage, news sections, government page, and other sections accordingly.

We will also continue to distribute *one-page overviews* for Official Partners highlighting where their money goes and what they get for their investment and we will update and re-distribute the corporate encyclopedia to all Official Partners. We will also expand the distribution of a periodic reports from just Platinum partners (quarterly) to include Gold and Silver partners too (semi-annually) to keep these stakeholders apprised of where their money goes.

We will also continue to distribute ***TREADlines***, which provides supporters with tips to save outdoor recreation access, educational tips to minimize recreation impacts, and volunteer opportunities. ***TREADlines*** is also used to raise awareness on natural resources issues affecting America's forests, parks, lakes and wildlands.

Tread Lightly! staff will continue to liaison with government stakeholders, via monthly conference calls with our Federal partners. We will also create an email version of our annual mailing to our federal partners with a goal of generating at least 50 click-throughs to Tread Lightly!'s web resources. We will distribute an email to our Federal partners listing ways to utilize Tread Lightly! in water-related programs.

Also, beginning in 2009, Tread Lightly! will begin work on building up its reputation in congressional and senate committees who focus on recreation and natural resource issues. OHVs have been a hot button issue on capital hill and Tread Lightly! would like to be better recognized for our educational solutions and services. Our goal is to create one prominent champion of Tread Lightly! in this area.

Funding: general operating expenses

In partnership with members of the *Hunting, Fishing, Shooting Sports Roundtable*, Tread Lightly! will develop education and communications messaging and materials based on research conducted on sport shooters' attitudes and messaging to which they will respond. In 2009 and beyond, many opportunities await Tread Lightly! as a result of this strategic partnership with critically important groups within the hunting and fishing communities.

Funding: restricted funds partnership program

Education / Stewardship

Education / Stewardship goals:

1. Educate the public about outdoor ethics to increase desirable behaviors
2. Repair negative impacts from extensive use
3. Reduce impacts from continuing outdoor recreational use
4. Improve the quality of recreation experiences for future use
5. Evaluate changes in public perceptions and effectiveness in invoking behavior change

Tips & Guidebook Series: In 2008, 197,763 tips and 11,656 guidebooks have been viewed or downloaded from Tread Lightly!'s website. In 2009, we plan to continue to make these educational materials available online with a goal of increasing collective views and downloads by 10 percent in September 2009. We will also expand our tips series by developing a piece on the responsible use of Utility Vehicles by December 2008. Additionally, we will distribute all remaining motorized tips with the outdated design and we will seek funding to reprint the tips in the updated design by Sept 2009.

Funding: general operating expenses

In-School Programs: We will continue to test and update Tread Lightly! library of educational materials and send all curricula through the North American Association for Environmental Education for review to ensure we are maintaining high-quality, web-enabled educational materials and programs. We will also conduct an online distribution blitz to have the elementary curriculum hosted on at least 10 teacher-resource websites.

Funding: general operating expenses

Corporate Education: To continually educate corporations and advertising agencies about the negative implications of depicting environmentally damaging outdoor recreation images, Tread Lightly!'s *Advertising Guidelines* are always available online. We also distribute "ad packages" annually, to all major powersports and four-wheel drive automotive manufacturers and their advertising agencies. Packages will be distributed to these groups again by July 2009.

Funding: general operating expenses

Lightfoot: Given the importance of keeping our natural resources relevant to future generations, we will continue to work to strengthen Lightfoot's brand, especially in association with Tread Lightly!'s ethic throughout 2008.

We will continue to promote the *Kids Club*, a new communications tool launched in 2007 to allow us to reach out to youth and help them understand how to minimize their impacts in the great outdoors. Throughout the year, club members receive quarterly emails with fun activities and tips on playing responsibly outdoors. Our goal is to increase membership by 50 kids in 2009.

We will also continue to promote www.tlkids.org during 2009 by growing the number of hits on the website 20 percent.

We will also continue to brand youth oriented educational materials as developed and appropriate with Lightfoot and make them downloadable on the website.

Funding: general operating expenses

FY2009 Program Strategies

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Printing or reprinting of any Lightfoot materials will require funding from a restricted funds partnership program. We will also research opportunities for funding to make enhancements to the kids' website and importantly market the website to continue to build this important constituency base.

Funding: restricted funds partnership program

Tread Trainer: The most important goal for this program in 2008 is to secure 100K in funding to compliment our long-term funding contract with the Federal Highway Administration (FHWA).

In 2009, with funding from the FHWA, Tread Lightly! will hold a minimum of four Tread Trainer courses and one Master Training course. We will research opportunities to hold a course in the water recreation community to utilize our new training curriculum and awareness course developed especially to promote responsible water recreation.

If we are successful in acquiring new funding, we will hold an additional four Tread Trainer courses, a Master Trainer course and we will develop and implement both a training course and online course for dealers/retail environments. We will also seek opportunities to utilize the Recreational Trails Program funding supplied to states for Tread Trainer courses.

Maintaining our volunteer base is also a priority in 2009. Tread Lightly! will create and implement a campaign to motivate volunteers to increase their outreach efforts across the country. Developing a core of Tread Lightly! Instructors able to assist Tread Lightly! in its courses will be essential to maintaining the vitality of the program. A instructor training plan for Tread Lightly! Instructors will be implemented in the spring of 2009.

Funding: restricted funds partnership program

Online Course: Tread Lightly!'s award winning online course developed in 2006 needs to be updated with the improved Tread Lightly! principles. We will conduct a needs assessment to identify the areas in the course that need updates/improvements and will identify prospective funders to assist in maintaining this excellent education tool.

Restoration for Recreation is a program designed to keep the great outdoors healthy, open, and accessible by providing much needed resources for backlogged maintenance, along with critical education and communications initiatives to allow for environmentally sustainable outdoor recreation. Tread Lightly! and its partners match funding with public agencies to rehabilitate roads, trails, and dilapidated recreational facilities.

We are currently working to expand Tread Lightly!'s **Restoration for Recreation** program by establishing a minimum of two new partnerships in 2009.

Membership / Resource

Membership / Resource Goals:

1. Maintain and grow all levels of involvement:
 - Individuals (members & non-members)
 - Outfitters
 - Retailers

- Dealers
 - Member Clubs
 - Official Partner Clubs
 - Official Partner Corporations
 - Partner in Education
 - Partner in Education & Restoration
2. Grow and diversify revenues

Individual Non-members: We promote the *Friends of Tread Lightly!* program through events, emails, www.treadlightly.org, and press releases. We've acquired over 3,000 friends as of August, 2008 and want to increase our number of friends by 50 percent by September 2009. Most Friends are enrolled through Tread Lightly!'s website.

In May 2007, we began trying to convert these non-paying members into paying members through email solicitations. To date, we are experiencing a .01 percent return. We will continue to pitch these people to become individual members of Tread Lightly! with a goal of transitioning 4 percent of our Friends to Members in 2009. In order to accomplish this, we must ensure the emotional appeal of our pitch resonates with Jane and John Q. Public.

Individual Members (\$25):

In 2009, we plan to maintain 55 percent of our individual members and grow our base by bringing in 450 new members through quarterly product promotions – entering new members in a drawing to win product. We currently have drawings scheduled through July 2009 based on current inventory of product contributed by partners.

Funding: general operating expenses

Outfitters (\$50): 90 percent of our new members enrolled through the website in 2008. In 2009, we plan to acquire 8 new members in this category and retain 62 percent of our existing member outfitters. We plan to reach our goal by increasing the number of unique visitors to Tread Lightly!'s website and by conducting at least two membership drives targeting outfitters during the course of the year.

Funding: general operating expenses

Retailers (\$50): In 2008, 62 percent of our new retailer members came from our website and 38 percent from two membership drives. The first drive had a five percent return. In 2009, we expect to retain 50 percent of our existing members and acquire 18 new members in this category, a 25 percent increase over new members gained in 2008. We anticipate acquiring members in this category through the website and by conducting two membership drives during the course of the year.

Funding: general operating expenses

Dealers (\$150):

Acquiring dealers as members is very difficult, but member retention in this category is very high. Our goal for 2009 is to acquire one new dealer member while retaining nearly 60 percent of existing members.

Funding: general operating expenses

Member Clubs (\$100) & Official Partner Clubs (\$250): We anticipate gaining members in these categories through the website and by conducting at least two membership drives targeting clubs during the course of the year.

Our goal is to acquire 23 new Member Clubs by the end of September 2008 and retain at least 60 percent of our existing members.

Our 2009 goal for Official Partner Clubs is to gain 6 new Official Partner Clubs by September, 2009 and retain nearly 90 percent of these members.

Funding: general operating expenses

We will also develop new strategies to increase renewals through our new online renewal option, which went live in August.

Funding: general operating expenses

Government

Our government partners are one of our most important stakeholders. In 2009, we will work to build our relations with individual state government bodies, in particular State Trail Administrators and the National Association of State Park Directors. A better established relationship will lead to broader use of Tread Lightly! products, as well as opportunities for Tread Lightly! to utilize state funding for training courses and other projects.

We also desire to grow our relations with the all our Federal Partners to further integrate our principles into existing their existing education programs and will use research currently being conducted by Clemson University on the level of diffusion of the Tread Lightly! message within the Department of Interior to improve the promotion of Tread Lightly!

Alliances

Tread Lightly! alliances can also be considered strategic partnerships which lead to the mutual benefit of each organization. With Tread Lightly!'s improved water recreation curriculum we desire to establish one new non-profit organization in the water community that will help integrate the Tread Lightly! principles into that community.

We also will seek to establish an alliance with two non-profit organizations signed on to the Hunting and Fishing MOU. Partnerships in this area will be essential to communicating our hunting and fishing principles to this growing segment of the recreation community.

Official Partners:

Corporations that contribute unrestricted funds to help cover general operating expenses are recognized as Official Partners. Our goals are to maintain 100 percent retention of existing Official Partners and grow Official Partners' contributions by \$10,000 by the end of FY 2009. We recognized in 2008 that the "levels of involvement" established in 2007 needed revision so in 2009 we will invite the 22 existing "copper" members to increase their contribution to a minimum of \$500 as well as encourage them to move up to a higher level of commitment. We hope to move a minimum of two members up annually.

Funding: general operating expenses

Partners: A major goal continues to be to shift unrestricted funds Partners to higher-paying, restricted funds Partners by creating new platforms for education and stewardship opportunities. Restricted funds programs, provided by these partnerships diversify and stabilize funding while significantly increasing Tread Lightly!'s outreach and effectiveness. Partnerships are win/win opportunities that allow Tread Lightly! to provide real solutions to real problems. They also provide more tangible returns on investment for our partners on customized programs designed to help sustain, and even grow a partner's market.

Our goal is to maintain 100 percent of our existing partners and establish at least three new partners by the end of FY2009. Our ultimate financial goal is to reach 80 percent restricted funds and 20 percent unrestricted funds in total annual revenues.

Funding: general operating expenses

We have an entire wish list of partnership ideas, but examples of some of the current programs we're soliciting are:

Special Ad for the Combined Federal Campaign – the world's largest and most successful annual workplace charity. Tread Lightly! is part of the elite group of nonprofits selected to receive pledges made by federal civilian, postal and military donors during the campaign season which takes place around October. By September, 2009 we hope to secure a restricted funds partner to underwrite a special advertisement targeted to potential donors serving in the military – many of whom are avid outdoor enthusiasts. We hope to grow contribution from \$10,000 acquired without any advertising or promotions to at least \$50,000 annually. The effects of an advertisement run in October 2009 will not impact Tread Lightly! until April 2010.

Maps/Signage Program

To properly implement the Forest Service's Travel Management Rule, funding is needed to publish maps depicting designated route systems. Additionally, and importantly, funding is also needed for signage on the ground for both route markers and information kiosks. Finding partners to help underwrite these brandable education and information tools will help this agency, an important service provider of recreation, fill a huge gap between needs and resources. Good maps and signage are not only a bridge between conservation and enforcement, Tread Lightly!'s involvement in working with the Forest Service to provide these resources also ensures Tread Lightly!'s message and principles are incorporated into these important products.

Membership Discount Program

We are currently working with Mountainsmith to pilot a discount program where members of Tread Lightly! will receive unique discounts on partner products. We will market this benefit to prospective members in order to increase overall membership in Tread Lightly!. Upon completion of the pilot program we will make efforts to bring in three new program partners.

Contributions: We hope to raise \$20,000 in contributions (excluding contributions received through the CFC) during FY 2009 through several strategies. We anticipate the majority of these contributions to come through our Second Annual Charity Auction on eBay. We will also pitch ***Friends of Tread Lightly!*** to give a donation to Tread Lightly! after we've pitched these individuals to become a member and if they don't join as members.

In 2009 we would like to establish a partnership with national retailer to either solicit a donation of \$1 at the end of every sale through various locations or sell a product like a dog tag¹ in its retail environments with proceeds from all sales going directly to Tread Lightly!. We will also utilize our involvement with online social networks, friends of Tread Lightly! and national event days in seeking contributions.

Funding: general operating expenses

Merchandise: We anticipate increasing revenues 15 percent by end of FY2009 by acquiring an offering of top-selling, high-profit items and cutting ineffective products, expanding product offerings and possibly selling Official Partners' product and expanding our consumer base by including these products in Google's product search or other online resources.

Funding: general operating expenses

Donated Product Promotions: In 2008, Tread Lightly! was very successful in acquiring product donations through new and existing Official Partners to help bolster new memberships, retain current members, and raise additional funds for the organization.

Thanks to generous donations from companies such as Warn Industries, Goodyear, Cabela's and Adjust-a-grill, Tread Lightly! currently has a variety of products to utilize as incentives for donations, membership, and participation in programs like Tread Trainer and the Online Tread Lightly! 101 course. As a result, we have begun to implement quarterly strategies to promote the incentives and the brands of these partners. We will continue to solicit for product in 2009 with a goal of acquiring at minimum of \$15,000 in donated product by September 2009.

Funding: general operating expenses

¹ Similar to the Livestrong bracelet, which is underwritten by Nike with all proceeds benefiting the Lance Armstrong Foundation.