in this issue

Tread Lightly! Launches National Education Campaign

New Quick Tips Brochures
New Discounts for Members

cover story

ON LAND AND WATER
FALL/WINTER 2009
Tread Lightly!®, in partnership with the nation’s most influential hunting and shooting sports organizations, has released a series of print public service announcements (PSAs) encouraging responsible behavior on public lands. The PSAs are part of a much larger new education and outreach campaign called “Respected Access is Open Access.”

“Being respectful of public lands is the goal of the campaign,” said Lori McCullough, executive director of the nonprofit Tread Lightly! “Across America, access and opportunities are dwindling at a rate so serious it demands our immediate attention and action. Damage caused by a minority of recreationists who are either uninformed or uncaring of the consequences of their actions is contributing to the loss of access for everyone.”

Tread Lightly! created the Respected Access campaign at the request of the Federal Lands Hunting and Shooting Sports Roundtable. Built on extensive research, the initial PSAs were designed to reduce litter, property damage and natural resource damage as a means of helping to maintain, even enhance access to public lands for hunting and shooting sports.

The campaign will include public service announcements, social networking, website resources, an online awareness course, trail kiosks, press coverage, and outreach at key events.

Eventually, the campaign will grow beyond shooting sports to address several other issues and types of recreation.

“The Respected Access campaign has been a true partnership of resources with national hunting and shooting sports organizations to promote responsible behaviors on public lands,” said Jim Bedwell, Director of Recreation for the US Forest Service. “Responsible shooting is a legitimate use of public lands, as is a wide variety of other activities done responsibly, so the Respected Access campaign complements the efforts of land managers across the nation to manage sustainable recreation.”


“The BLM is proud to be a part of the Roundtable and partner with Tread Lightly! in this important campaign,” said Bob Ratcliffe, Director of Recreation for the Bureau of Land Management. “Through collaborative outreach efforts like this, we increase our capacity in ensuring that this vital message is heard.”

The PSAs are available for download by anyone wanting to utilize the campaign at www.respectedaccess.org.
Most Americans know some basic outdoor ethics rules—like not littering and staying on the trail. However, not everyone knows how to cross a stream responsibly, approach a horseback rider safely or how far away a tent should be from a river.

To help advance outdoor recreationists’ knowledge of how to avoid environmental damage and conflicts with others, Tread Lightly! has released the newly updated series of “quick tips” for 18 forms of recreation.

New tips for UTV riding, shooting sports, and trail sharing have been created, and the classics have been updated and redesigned—such as ATV riding, camping, boating, geocaching and others.

The printing of the new brochures was made possible by Foremost Insurance, which specializes in policies for off-road vehicles.

The brochures are available to members at no cost except shipping and handling. They can be read or ordered at www.treadlightly.org.

This July, Tread Lightly! received a grant for $40,000 from the Yamaha Motor Corporation, U.S.A.—confirming their dedication to off-highway vehicle (OHV) ethics education. The sizeable grant came in the form of cash and equipment through Yamaha’s OHV Access Initiative.

“As a leader in OHV manufacturing and long time supporter of Tread Lightly!, Yamaha has reaffirmed the importance of responsible riding in conserving recreational opportunities for the OHV community,” said Lori McCoullough, Tread Lightly! executive director.

“This grant will assist Tread Lightly! in fundraising and in launching two exciting new projects.”

Funds received from Yamaha have been dedicated toward the “Respected Access is Open Access” campaign, specifically for the development of the respectedaccess.org website, as well as the creation of an easy-to-follow visitor map design template which will supply motorized travel routes in addition to a typical forest information map. Each project is an endeavor to provide the recreating public with effective information in planning a safe and responsible outdoor experience.

Yamaha has also contributed a Grizzly utility ATV in support of Tread Lightly!’s annual fundraising auction on eBay.

This is not the first time Yamaha and Tread Lightly! have partnered together. Yamaha has been a long time Official Partner of Tread Lightly! and makes annual contributions toward sustaining the nonprofit organization and its mission.
“Quadratec has been a proud supporter of Tread Lightly! for more than a decade,” said Bear Pratt, Quadratec’s Director of Marketing and Operations. “We simply couldn’t pass up the opportunity to bolster Tread Lightly!’s resources and its message so we’re providing our customers an avenue to help.”

Tread Lightly! floor and cargo liners are available for purchase online at www.quadratec.com with prices starting at $64.99.

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**Quarter Fest (Tennessee)** Staff traveled to Murfreesbor to support the American Quarter Horse Association and teach many riders about their responsibilities when riding on trails.

**Association of Fish and Wildlife Agencies Conference (Texas)**

**Boy Scouts Fall Camporee (Utah)**

**2009 National Outdoor Adventure Summit (New Mexico)** Staff traveled to Philmont Scout Ranch to introduce professional and volunteer Scouters about the Tread Lightly! ethic and programs the organization offers.

**Tread Trainer**

Congratulations to our new Tread Trainers trained in Montana and Nebraska and our new Master Trainers trained in New Hampshire and Nevada.

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**The Trail Ahead**

**November**

21 Tread Trainer Course (San Juan, Puerto Rico)

**December**

5 Tread Trainer Course (Central Coast, California)

**January**

9 Tread Trainer Course (Hungry Valley, California)

19-22 Shot Show (Las Vegas, Nevada)
It is not uncommon for the U.S. Forest Service to replace signs early in their life because of bullet holes. That’s your tax dollars paying for signs that should not need to be replaced. This irresponsible behavior by a few is costing not only the citizens of America, but is also affecting the reputation of the hunting and shooting community.

The vast majority of the hunters and shooters follow the rules and are ambassadors for their sport. Despite this fact, the entire hunting and shooting community gets blamed when others see shot up signs, bullet holes in buildings, or shot gun shells in camp. But there are things you can do help the image of the community. The best place to start is your own behavior. Be a role model to the next generation and teach them correct outdoor ethics principles.

1. Respect the hunting and shooting community by only shooting at legitimate targets.
2. Property such as signs, kiosks and buildings are not targets.
3. Do not shoot in developed recreation sites such as campgrounds, trailheads, parking areas or boat launches.
4. Don’t shoot from a vehicle—moving or not.
5. Pack out all target trash including shotgun shells, clay pigeons, or any targets and pick up litter left by others.
6. Do not shoot household appliances and other objects dumped in shooting areas. It is misconstrued that shooters are doing the dumping.

Often times the offenders are people out for a joy ride and shooting signs is part of the “fun”. If you see an offense, don’t put yourself at risk, but if possible write down the license plate of the vehicle and pass it on to local law enforcement. Don’t let peer pressure get to you—“stick to your guns” and always remain a responsible sportsman.

Girl Scout Troup in Georgia earns their Community Service Bronze Award by raising $700 for Tread Lightly! inspired signs for rider training facility trails. Send your story of service on the trails to treadlightly@treadlightly.org
Welcome NEW Partners!

Copper Official Partners

Kolpin Powersports
www.kolpinpowersports.com
Kolpin is your ultimate source for ATV & UTV accessories. No matter where your journey may lead, take comfort in knowing that Kolpin is along for the ride. Check out our extensive line of ATV and UTV accessories and let Kolpin help you get the most out of your vehicle.

Muth Mirrors Systems
www.kwmuth.com
Muth Company, LLC holds the patents for Signal® Mirror, Blind Spot Detection Display, Exterior Security Illumination and multiple other through-the-glass™ mirror technologies. It is a company focused on bringing affordable safety products to the automotive industry. To date, they have manufactured over eight million Signal® mirrors for the original equipment manufacturer market and aftermarket.

QuadBoss
www.quadboss.com
QuadBoss manufactures ATV and UTV products and accessories to haul it, protect it, work it, and fix it.

Renthal Ltd.
www.renthal.com
Renthal is a worldwide company which designs and manufactures motorcycle handlebars, chainwheels, grips and accessories for the off-road, street, and ATV markets. Renthal sponsors racers from all over the world and 142 World Titles and 111 US Titles have been won using Renthal products.

TRDParts4U.com
TRDParts4U.com is the parts division of Toyota of Dallas and online resource for genuine Toyota parts and accessories, specializing in a wide range of offroad upgrades and equipment for any 4x4—including but not limited to 4Runner, FJ Cruiser, Land Cruiser, Tacoma, and Tundra.

Silver Official Partner
National Shooting Sports Foundation  www.nssf.org
The National Shooting Sports Foundation is the trade association for the firearms industry. Its mission is to promote, protect and preserve hunting and the shooting sports. Formed in 1961, NSSF has a membership of more than 4,000 manufacturers, distributors, firearms retailers, shooting ranges, sportsmen’s organizations and publishers. For more information, log on to www.nssf.org.

Bronze Official Partner
Randy’s Ring & Pinion
www.ringpinion.com
Randy’s Ring & Pinion is more than just the leading US supplier for ring & pinions, axles, installation kits, third members, race/differential small parts, tools, lockers, and positractions. Randy’s is the one-stop solution to all of your differential needs. We are defined by unsurpassed inventory, vast parts selection, and top-notch industry expertise.

New Discounts for Members:  Goodyear Rebate and Foremost Insurance Discount

As if being a member of Tread Lightly! wasn’t good enough... all current and joining members of Tread Lightly! can receive significant discounts from Goodyear and Foremost Insurance.

Members receive:
A $100 mail in rebate when they purchase any new set of four Wrangler tires from Goodyear.

Rebate forms are available at www.treadlightly.org or by calling our toll free number 800-966-9900.

An 8% premium discount on a new insurance policy with Foremost Insurance Group.

Call Foremost directly at 1-800-237-2060 and mention customer priority number X010 or visit www.foremostoutdoors.com. The company specializes in policies for off-road vehicles like dirt bikes, ATVs, snowmobiles, dune buggies as well as boat, personal watercraft, motorcycle, motor home, travel trailer, manufactured home, specialty homeowners and more.
Welcome New Members!

Tread Lightly! is pleased to announce its newest participating members. (March 2009 – Sept 2009)

New Individual Participating Members 202

Official Partner Clubs

4x4 Puerto Rico
San Juan, Puerto Rico

Big Horn 4x4 Club
Ogden, UT

Member Clubs

Arizona Classic Bronco
Fountain Hills, AZ
www.azbronco.org

ExploringNH
Dover, NH
www.exploringnh.com

Joliet Mud Turtles
Joliet, IL
www.jolietmudturtles.org

Northern Illinois Jeep Alliance
Winnebago, IL
www.jeepalliance.org

Piston’s Wild
Woodland, WA
www.pistonswild.com

The Mississippi Mud Club
Brandon, MS
www.msmudclub.com/forums.php

Western Maine Mountain Jeepers
Bethel, ME
www.jeepmaine.com

Outfitter

Outback Off Road Adventure Group, LLC
Butler, PA

RawHyde Adventures
Castaic, CA
www.rawhyde-offroad.com

Red Rock Motorsports
Gallup, NM
www.manta.com/company/mm86cks

Signal Mountain Lodge
Scottsdale, AZ

Retailer

Cruiserheads LLC
Miami, FL
www.cruiserheadstore.com

Ken’s Offroad
Wilmot, NE
www.kensoffroad.com

MotoMart at Carnegie
Tracy, CA
www.motomartatcarnegie.com

Rabid Offroad Inc
Elliottsburg, PA
www.rabidoffroad.com

Alliance

Boise Rec Fest
Boise, ID
www.BoiseRecFest.com

Recycled Fish
Council Bluffs, IA
www.recycledfish.org

Media

Go For a Ride Magazine
Tampa, FL
www.gofarmag.com

Scott Linden Outdoors
Bend, OR
www.scottlindenoutdoors.com

www.safebeachnow.us
San Luis Obispo, CA
www.safebeachnow.us

yourdunes.org
San Luis Obispo, CA
www.yourdunes.org

Government

Bureau of Land Management-
Arizona OHV Ambassadors
Phoenix, AZ
www.ohvambassador.com

Carnegie State Vehicular Recreation Area
Livermore, CA
ohv.parks.ca.gov

Department of Natural Resources of PR
Corozal, Puerto Rico

Government of Nunavut-Doenv
www.gov.nu.ca/english/

Pueblo Chemical Depot
Pueblo, CO

Springerville Ranger District
Springerville, AZ
www.fs.fed.us
New Membership Application

Membership Types
___ Individual (25)    ___ Member Club ($100)
___ Retailer ($50)     ___ Official Partner Club ($250)
___ Outfitter ($50)   ___ Corporation ($500-$100,000)
___ Dealership ($150) ___ Additional Donation

Please list your top three recreation sports of choice
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________

Name: ____________________________________________
Address: _________________________________________
City:___________  State: _____  Zip: _______
Phone: ______________  Fax: _______________
E-mail: _________________________________________

Payment
___ Check/Money Order
___ Mastercard
___ American Express
___ Visa

Card#: ___________________________  Exp. Date: _______

Signature: ________________________________

Please allow 4 to 6 weeks for delivery of your Tread Lightly! membership package.
Send your application with payment to:
Tread Lightly!
298 24th Street, Suite 325
Ogden, Utah 84401, USA