

# SRM ADVISORY COUNCIL

Minutes of the Annual Meeting, 2015

SACAMENTO, CA

**Sunday, February 1, 2015**

## 1. Convene

- Meeting was called to order at 9:00 am by Chairman, Jeff Godwin-Texas Section.
- Roll call was taken and a quorum (majority-11) was confirmed. Sections present: AZ, Cal-Pac, CO, FL, ID, IM, KS, NV, NGP, PNW, TX, UT and WY.

Jeff entertained a motion to approve the 2014 minutes as provided – **Colorado moved to adopt the minutes; Florida seconded- Motion carried.**

Jeff clarified that votes are by delegates, not Sections; therefore, there can be up to 3 votes per Section and in order for a proxy vote to be counted a signed proxy form must be submitted.

Agenda 2014 recommendations to the BOD were reviewed by Jeff.

- No adjustments were recommended by Sections
- Discussion of *Rangelands* purpose vs. *Stewardship* and Section concerns regarding content of *Rangelands*.

## 2. Jess Peterson presented SRM EVP update.

## 3. Kelly Fogarty presented the Capital update and her role in the SRM.

- Discussion regarding the image that it portrays to the public and increased collaboration across professions and perspectives, and
- the Society may be doing some things with regard to membership that are not serving the Society. Jess responded with some of the changes that the Parent Society is considering to streamline membership and annual meeting considerations. Jeff mentioned these issues are on the agenda later.

## 4. Barry Irving provided a publication taskforce update. (Report provided)

- Provided an overview of RFP process for publisher selection.
  - Concerns were voiced by the Texas Section regarding *Rangelands* content, discussion followed.

BREAK

5. Jeff presented the issue of annual meeting overlap with other conferences. Comments from Sections were:

- What are the current restraints to the time frame of the current four-week window (location availability, financial).
- Difficulty of travel during the winter month in some areas? Can the dates be adjusted to accommodate those issues?
- Discussion of historic reasoning for this time of year.
- Identifying the organizations that we would like to avoid (National Cattlemen Beef Association, National Association Conservation Districts, Wildlife Society).
- Consider not changing locations annually? History and advantages behind this tradition.

6. Baron Rector presented the Youth Forum program overview.

7. Bruce Healy provided an awards committee update.

- Introduced incoming committee chair-Kim Obele from the Colorado Section
- Change of placement of the awards in timeline
- Order of the presentation of awards will be adjusted to accommodate photos.

LUNCH

Resumed 1:00

Quorum (majority-11) was confirmed. Sections present: AZ, Cal-Pac, CO, ID, IM, NV, NGP, PNW, TX, UT and WY.

8. Colorado Section presented the resolution entitled: Reformation of the Certified Professional Rangeland Manager Program.

- Discussion of benefits to CPRM program to professionals
  - **Idaho moved to accept the resolution as edited, Texas seconded. Motion carried.**

9. Idaho Section presented the resolution entitled: Closure of the ARS Sheep Experiment Station in Dubois, ID

- Discussion of closure information and update of information that is known.  
**Cal-Pac moved to accept the resolution as edited, Colorado seconded. Motion carried.**

10. Discussion of initiating a bi-annual Advisory Council conference call.

- Proposal for two calls annually. **Dates were set for June 9 and November 10 at 1200 MST**

11. Discussion of the distribution of Section funding from current distribution to an annual distribution. **No opposition from Sections.**

12. Discussion of Committee structure. Comments were as follows:

- Having a committee without specific goals and objectives holds little value to the Society.
- Committees do have value to encourage members to get involved.
- Would like to see a proposal for the changes and maintain the encouragement of members to participate.
- How are the taskforce activities tracked and archived?
- Careful attention to committees that need to remain vs. those that can be removed or adjusted.
- Tie committee structure to the existing SRM strategic plan

**Recommendation:** Evaluate how the standing committees address the goals and objectives of the SRM strategic plan and provide actionable direction to the committees.

**Idaho moved to accept the recommendation as crafted, Texas seconded. Motion carried.**

Discussion was had regarding the issue of developing a searchable database of “experts”.

Break

13. President Pluhar discussed the following:

- Suggestions to provide assistance to SRM Directors officers to attend Section meetings.
- Discussion regarding social media and the utilization of it to get the information out to the public and members.
- Creating a social media team (currently: Jill Burkhardt) to assist with this effort and need additional members.
- Call to AC to help with providing content to tweet
- **#respectontherange**

14. Sandy Wyman, Chair of the membership committee, presented on the membership action team effort. Discussed the November membership action team meeting in Denver and outcomes:

- Putting together a membership package to be sent to each section to be tailored and beginning to garner new memberships and retain members,
- Membership renewal scheduled changes are being discussed,
- Requested that the Section leaders bring this message to their Sections
- Identified target groups 1) students, 2) agency groups
- Giving padfolios to graduating students that attend SRM meeting this year with a one-year apprentice membership included
- Poster made that can be used at universities that targets students with a brochures
- An effort is being made to contact all the range professionals in agencies to “relaunch” and reeducate about SRM efforts and benefits of being an SRM member.

15. Dr. Leonard Jolly presented on web-site revision and OCW Committee

- Putting out an RFP for a new web-site,
- Call for interest from members that would like to be involved,
- Questions related to section input-recommend suggestions to the taskforce,
- Feature with a membership list for email purposes that assists the Sections to update.

16. Director Ken Fulgham provided the membership taskforce update.

- Evaluating how are current members taken care of from a membership services and retention,
- Allen press has provided presentations about ability to provide the services requested, (they cannot retain membership payment information),
- A second membership services group presented to the taskforce for services, but presentation was rushed and there was not enough time to adequately answer questions,
- Process will take 3-6 months to evaluate available services,
- Requesting input from members
- Meeting scheduled for Tuesday 1-4 in Hyatt capital BR

**Recommendation:** adopt an annual renewal process for members and to distribute funds to Sections annually. **Cal-pac moved to accept the recommendation, Colorado seconded. Motion carried.**

Meeting adjourned at 4:00

### **Monday February 2, 2015**

Meeting convened 1:15

Roll call: Present: AZ, Cal-Pac, CO, IM, KS, NE, NV, NGP, UT (late), ID (late), TX, and WY.

Jeff called for nominations for the chairperson elect. Vote was tabled till later in the meeting to attempt to form a quorum.

Kristen House, Conference Direct representative, presented information about upcoming annual meetings:

- 2016 Corpus Christi, TX
- 2017 St. George, UT
- 2018 Reno, NV (Sparks)
- 2019.....?

Discussion around the 2019 location:

Intermountain would be willing to co-host with a section if available even if not in Canada Alaska (NE, WY) location was discussed.

Cities that have expressed an interest in hosting SRM: Wichita, Minneapolis, Omaha, Albuquerque.

Intermountain Section nominated Jill Burkhardt for Chairperson elect.  
Jill introduced herself and was asked to step in the hall for the vote.

**Intermountain Mountain nominated Jill, Northern Great Plains seconded. Nomination carried.**

Texas Section Dr. Allen Rasmussen presented information regarding the 2016 meeting in Corpus Christi entitled: Rangelands and wildlife.

Discussion with Kristen regarding the overlap of meeting with other organizations. Requested for her to look at that and see what she can do to best minimize conflicts on future conferences not yet set. **She requested we get a list of organizations that we would most like to avoid.** Earliest annual conference date proposed last week in January to the first 2 weeks in February.

Brought forward to possibly change the length of the meeting? Kristen reminded Sections that changing the dates effects the room blocks and to stay in contact with her regarding those decisions.

**ACTION:** get Kristen a list of organizations that we would most like to avoid overlap during conferences.

**ACTION:** contact the Sections in Minnesota area to evaluate willingness to host 2019 conference.

**ACTION:** Kristen needs to know the Sections that are willing to host 2019 for bid decisions by October.

**ACTION:** Request to create a map with all the Sections on it.

The recommendations and resolutions were reviewed.

Break

Introduction of BOD and SRM officers.  
Presentation of Recommendations and Resolutions  
Discussion by BOD and Sections around the CPRM program.

**Roy Roath moved to accept the recommendations and resolutions as presented; Paul Loeffler seconded; motion carried.**

Meeting adjourned 3:30

## **ADVISORY COUNCIL RECOMMENDATIONS TO THE BOARD OF DIRECTORS**

**February 1 and 2, 2015**

**Sacramento, California**

Jeff Goodwin, Texas Section, Advisory Council Chair

Lisa VanAmburg, Colorado Section, Chair Elect

Items brought forward for Board consideration from the Advisory Council Meeting on February 1, 2015.

### **Item #1**

**Recommendation:** Evaluate how the standing committees address the goals and objectives of the SRM strategic plan and provide actionable direction to the committees.

### **Item #2**

**Recommendation:** adopt an annual renewal process for members and to distribute funds to Sections annually.

### **Resolution #1:**

Colorado Section Resolution: Reformation of the Certified Professional Rangeland Manager Program.

### **Resolution #2:**

Idaho Section Resolution: Closure of the ARS Sheep Experiment Station in Dubois, ID

## Colorado Section Resolution

December 2014

Title: "Reformation of the Certified Professional Rangeland Manager Program (CPRM)"

Whereas: The CPRM is of questionable value to the current and potential CRPMs;

And Whereas: current numbers of CPRMs are significantly declining;

And Whereas: attrition rates exceed accretion of new CPRMs;

And Whereas: Many think the current CPRM exam does not adequately measure knowledge now needed by a CPRM, and represents a negative hurdle toward achieving professional recognition

Therefore be it Resolved that:

- 1) We as a profession need a more representative measure of professional achievement and knowledge;
- 2) The CRPM exam, if it is to be retained, needs to be more reflective of knowledge and skills required by journeyman rangeland managers. (Including synthetic thinking ability, problem solving, and leadership in rangeland management.)
- 3) Its utility will only be recognized by the profession when it truly represents achievement in the profession and professional knowledge; and
- 4) Must be recognized by clientele of professional rangeland managers as the standard of professional achievement.

Be it resolved that the BOD of SRM evaluate and reform the CPRM process and develop strategies to increase the CPRM value to the professional.

## Idaho Section Resolution

Whereas the US Sheep Experiment Station was established in 1915 and placed within the US Department of Agriculture, Agricultural Research Service,

And Whereas this station has conducted significant long-term research on issues of importance to us today,

And whereas this research continues to provide answers to questions relating to population dynamics and habitat needs by Greater Sage-Grouse and the impacts of fire on rangelands,

And whereas the USDA is considering closing this facility and ending a long-term commitment to rangeland and grazing research in the area,

And whereas the USSES includes over 50,000 acres of low elevation native rangeland that is primarily intact after nearly 100 years of grazing and vegetation treatments,

And Whereas this station provides a vast warehouse of historical data and a landscape sized laboratory to study the grazing use and management of productive, sustainable rangeland systems based on sound ecological principles, aligning the work done at the USSES with the SRM Vision and Mission,

Therefore be it resolved that the Society for Range Management work in conjunction with the Idaho Section to draft a letter to the USDA and ARS to look for other solutions to the proposed closure of the USSES.

And be it further resolved that historic, long-term research efforts related to sage-grouse habitat and fire impacts on vegetation succession be continued.