

## Mission

Providing leadership for the Stewardship of Rangelands based on sound ecological principles.

## Vision

A well-trained and highly motivated group of professionals and rangeland users working with productive, sustainable rangeland ecosystems.

## Contact Us

6901S. Pierce St. STE. 225  
Littleton, CO 80128

Phone: 303-986-3309

Email: [info@rangelands.org](mailto:info@rangelands.org)

<http://www.rangelands.org>

**SEE YOU NEXT YEAR IN  
SPARKS, NEVADA!**

**SRM Annual Meeting 2017**

# 2016 Annual Report



**SOCIETY FOR RANGE  
MANAGEMENT**



**Society for Range Management**

6901S. Pierce St. STE. 225  
Littleton, CO 80128

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# Coming Soon in 2017

## “We Are Rangelands” Social Media Campaign



You may have noticed the “We Are Rangelands” banner on the new website. We’re planning to take that theme into 2017 expanding it into a social media campaign featuring some of our greatest assets – our members!

## Planned Conference Promotion by Elsevier

Conference	Date	Location
ESA Annual Meeting	6 – 11 Aug 2017	Portland, USA
INTECOL	20 – 25 Aug 2017	Beijing, China
AGU Annual Meeting	11 – 15 Dec 2017	New Orleans, USA

## Continued Enhancement of Website



In 2017, you will continue to see changes and evolutions on our new website. Greater visibility and emphasis for Membership and Endowment Fund are two areas we are currently working on. We love to hear your ideas and feedback so please continue to submit that to us via the website.

# 2016 Overview

## Agency Trainings & Agreements

SRM continues to work with the land-managing agencies to serve as a facilitator and leader of training developments, workshops and forums focusing on best science for applied rangeland management practices and mission critical issues.

SRM worked with the USFS and NRCS to develop and implement a training program focused on addressing assistance to our tribal partners and regions. The first training occurred this summer and set the groundwork for future sessions to take place in 2017 and 2018. The agreement facilitates and supports the “training of trainers” who are on the ground in tribal regions across the country.

SRM continues discussions with USFS, and our partner agencies, to implement a series of trainings and workshops focused on addressing the sometimes strained relationships between regulators, those regulated, and the communities impacted by each. SRM is working with federal agencies and industry partners on this effort.



## Outreach and Engagement

### SRM Washington, DC Meetings:

#### August 11-12, Washington DC

Attendees on the 2016 fly-in included: SRM 1<sup>st</sup> Vice President Larry Howery, 2<sup>nd</sup> Vice President Barry Irving, Young Professionals Conclave President Rory O'Connor and PPAC Vice Chair Shelly Wiggam along with SRM staff Jess Peterson, Kelly Fogarty and Lia Biondo.

The fly-in delegation took part in two days of meetings with industry partners, fellow professional societies, agency leads and Administration officials. Meeting highlights included: inter-agency meeting (USFS, BLM and NRCS); NRCS Chief Weller; Sec. of Agriculture's Chief of Staff; NPS; and Sister Societies meetings. This year's fly-in focused heavily on the number of trainings, workshops and partnerships SRM is currently engaged in and how to best expand their reach and impact to other industry and agency stakeholders. Additionally, the fly-in served to highlight several key issues, including: ongoing work to establish an International Year of Rangelands & Pastoralists; relaying the importance and variety of symposia and workshops taking place at the 2017 SRM Annual Meeting; SRM's continued commitment to youth development and integration of young professionals into the discipline; and addressing new issues that will face the Society and its members in the years to come. Key follow-up from the fly-in included the successful completion of SRM's work with the Sage Grouse Initiative in producing a sponsored journal and symposium in St. George; expanding the inter-agency meeting next year to include NPS and USFWS, and continued dialogue on co-member benefits with our sister societies.

## Elsevier Publisher's Report (cont.)

### Homepage Improvements

In 2016 homepages were re-designed following user testing to improve referrals to the submission system.

### Email Campaigns

Build Citations / Attract Quality Papers

### Promotion at Conferences

Promoted at EcoSummit August 29, 2016 in Montpellier, France

#### Conference Activities may include:

- Bag Insert
- Advertising
- Sponsorship
- Reception – thank authors/reviewers
- Editor speed review session
- **Social media** – link to conference hashtag – promote activities

### 2016 Financial Summary (Figures in parentheses are 2015 Figures)

	RAMA	RALA
Print Revenue	\$29,515 (\$23,075)	\$4,230 (\$2,340)
Electronic Revenue	\$19,512 (\$13,288)	\$3,674 (\$2,077)
Total	\$49,028 (\$36,364)	\$7,904 (\$4,417)

## Rangeland Ecology & Management (cont.)

user-friendly process and higher quality product at publication. Our goals include: enhancing the scientific quality and journal impact; fostering a positive author experience; and expanding and broadening authorship and readership.

## Elsevier Publisher's Report



### 2016 Highlights:

#### Readership

REM averages ~ 2000 downloads a month



Rangelands averages ~1400 downloads a month

#### Global Reach

Rangelands' core readers come from US, Canada and China;

REM's readership base is dominated by the US, Canada, and Australia.

#### Innovation

Author Service in Publishing Campus, Mendeley Stats and Journal Insights

#### Marketing

In addition to global email campaigns and social medias marketing, also including promotion at conferences.

#### Social Media

##### Promote journals and Increase usage:

- Facebook **23,447** likes on [facebook.com/elsevierenvironment](https://facebook.com/elsevierenvironment)
- Twitter **6,441** followers on [twitter.com/@ELSEnviro](https://twitter.com/ELSEnviro)
- To highlight or link to selected articles, special issues, article collections, related activities, industry news etc.

## Outreach and Engagement (cont.)

### Additional Outreach and Engagement

SRM continues to be involved in several national and international forums and functions, including, but not limited to:

- National Horse and Burro Rangeland Management Coalition
- Native American Rangeland Management Training Project
- Regular meetings with leadership in USDA along with the USFS, NRCS, USFWS and BLM
- Regular meeting with science societies and partner NGOs and stakeholders
- Rangelands Partnership & the NatGLC
- Efforts to get a UN recognized International Year of Rangelands
- Sage Grouse Initiative: sponsored journal; sponsor and hosted/recorded symposium at St. George
- Starting Farm Bill conservation and invasives discussions: Reduce Risks from Invasive Species Coalition and the U.S. Geological Survey (USGS) Coalition
- Annual federal budget discussions

**See you in Sparks, Nevada next year!**





## Rangelands (cont.)

focused on rangeland science and management in Utah as lead up to the 2017 SRM Annual Meeting.

With four themed sponsored issues, there were fewer contributed papers. This year, Rangelands featured 10 research articles and 2 View Point articles, along with our regular columns “Browsing the Literature” and “REM Highlights.” Topics included estimating weight loss in cattle, determining species palatability, Prescribed Burn Associations, rapid assessment of sagebrush ecosystem resistance and resilience, use of non-riparian shade, bison weights in National parks, marginality and climate change, assessing cheatgrass cover, case studies of grazing management, effect of cattle temperament on rangeland use, vegetation cover measurement techniques, and the 40th anniversary of the Federal Land Policy and Management Act.

## Rangeland Ecology & Management

Rangeland Ecology & Management (REM) publishes all topics—including ecology, management, socioeconomic, and policy—pertaining to global rangelands. The journal's mission is to foster innovation and communication of science-based knowledge aimed at promoting enduring stewardship of the world's rangelands. Author submissions are published in five manuscript categories: original research papers, high-profile forum topics, concept syntheses, and research and technical notes.

REM is the premier journal for communication of science-based knowledge and for fostering both innovation and rigor in our stewardship of the world's rangelands. REM is critical to the mission of the Society for Range Management and has had increasing scientific impact and management relevance in recent years. In 2016, we

## Membership (cont.)

- Designed further demographic-specific brochures geared towards high school students, agencies, academia, and universal. These are in addition to previously designed rancher, student, and early career. Brochures were distributed on USB drives in laptop cases to above mentioned.



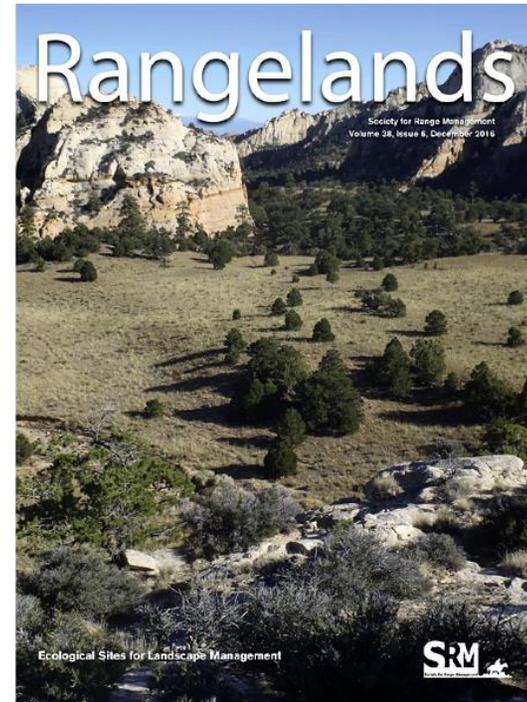
- Membership Services and Meeting Registration Task Force, chaired by SRM Director Ken Fulgham continued to be active in evaluating membership services and the SRM database. This was especially evident in the interviews and evaluation of several membership services companies. These companies were narrowed down to a final three, which were interviewed and compared in a final report. The report was presented to the board with a recommendation.

## Balance Sheet

**Society for Range Management**  
**Balance Sheet**  
As of July 31, 2016

	Jul 31, 16
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1269 · ML Operating Reserve - 2202	112,522.28
1000 · Wells Fargo Checking -5521	347,200.29
1006 · U S Bank -9382	19,037.92
1009 · WF-AFLAC-5621	619.78
1207 · ML Life Membership Fund - 4006	171,174.14
1225 · ML Building Reserves	205,719.42
1232 · ML Endowment Fund - 4008	903,654.50
1233 · ML - Operating Account - 3628	78,291.58
1238 · ML Program Funds - 4004	78,476.76
1268 · ML Masonic Scholarship - 4010	145,161.77
<b>Total Checking/Savings</b>	<b>2,061,858.44</b>
Accounts Receivable	
1110 · Accounts Receivable	10,000.00
<b>Total Accounts Receivable</b>	<b>10,000.00</b>
Other Current Assets	
1120 · Other Receivables	0.00
1810 · Prepaid Insurance	2,529.48
1840 · Copyrights & Trademarks	157.78
1850 · Prepaid	2,286.25
<b>Total Other Current Assets</b>	<b>4,973.51</b>
<b>Total Current Assets</b>	<b>2,076,831.95</b>
<b>Fixed Assets</b>	
1630 · Furniture, Fixtures & Equipment	61,129.19
1699 · Accumulated Depreciation FF&E	(56,388.89)
<b>Total Fixed Assets</b>	<b>4,740.30</b>
<b>Other Assets</b>	
1875 · Deposits	1,700.00
<b>Total Other Assets</b>	<b>1,700.00</b>
<b>TOTAL ASSETS</b>	<b>2,083,272.25</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
2010 · Accounts Payable	24,797.16
<b>Total Accounts Payable</b>	<b>24,797.16</b>
Credit Cards	
2021 · Merrill Lynch/BOA Credit Card	1,131.88
<b>Total Credit Cards</b>	<b>1,131.88</b>
Other Current Liabilities	
2017-1 · Young Prof Conclave Payable	4,303.35
2017-2 · High School Youth Forum Payable	(4,711.25)
2025-00 · Section CC Payable	(1,943.00)
2100 · Payroll & Benefit Liabilities	6,407.68

## Rangelands



Lori Hidinger continues to serve as Editor in Chief of Rangelands, though she will be ending her tenure after seven years once a successor is named. Rangelands is a full-color publication of the Society for Range Management and is published six times per year in February, April, June, August, October, and December. Each peer-reviewed issue of Rangelands features articles on the state of

rangeland science, art, management, technology, policy, economics, education, society, and culture; along with book reviews, highlights from the relevant scientific literature, and society news. The journal provides readers relevant information founded in the current rangeland science and management knowledge base in a user friendly, non-technical format.

Of the six issues of Rangelands in 2016, four were themed sponsored issues: “Incorporating Rangeland Management on Tribal Lands: An Example from the Northern Great Plains” (February); “Future Directions of Usable Science for Rangeland Sustainability” (April); “Drought on Rangelands: Effects and Solutions” (August), and “Ecological Sites for Landscape Management” (December). In addition, the October issue

## Website

The OCW committee was chaired by Chuck Butterfield and was tasked with the development and launch of the new SRM website. 2 Dogs Media, LLC worked in conjunction with the OCW committee and SRM staff to design the website to incorporate the values of the society. After a series of soft launches, the website went live at the beginning of December and has had very few complications. The webpage features a



more navigable and organized format with a professional but inviting design. Specific features include updated pages and tab menus, a new banner that highlights an SRM motto and image, links and images for the annual meeting, constantly updated social media and latest news information, and image tabs that lead directly to employment, news & events, and rangeland sections. Additionally, users can easily navigate to the SRM apparel store and donate to the SRM endowment fund and committee technology liaisons have the ability to edit their own pages.

## Balance Sheet

### Society for Range Management Balance Sheet As of July 31, 2016

	Jul 31, 16
2150 · Accrued Expense - Other	1,250.00
2316 · Deferred Revenue 2016	91,425.00
2317 · Deferred Revenue 2017	(6,157.17)
2318 · Deferred Revenue 2018	(3,666.66)
<b>Total Other Current Liabilities</b>	<b>86,907.95</b>
<b>Total Current Liabilities</b>	<b>112,836.99</b>
<b>Long Term Liabilities</b>	
2600 · Elsevier Signing Bonus	21,079.57
<b>Total Long Term Liabilities</b>	<b>21,079.57</b>
<b>Total Liabilities</b>	<b>133,916.56</b>
<b>Equity</b>	
3010 · Contributed Capital	(13,014.36)
3020 · Prior Years Retained Earnings	1,679,413.91
<b>Net Income</b>	<b>282,956.14</b>
<b>Total Equity</b>	<b>1,949,356.69</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>2,083,272.25</b>

# Finance

FISCAL YEAR ENDING JULY 31, 2016

Q - R = S T - U = V

	Actual (Aug-July)			Budget (FY End 2016)		
	Income	Expense	Net	Income	Expense	Net
Membership	200,320	56,241	144,079	180,000	115,000	65,000
Publications	201,031	46,697	154,335	81,000	75,000	6,000
Certification	17,212	5,439	11,773	7,840		7,840
Workshops	72,500		72,500	50,000	20,000	30,000
Annual Meeting	400,982	332,290	68,692	407,500	407,500	-
AM Advanced Payments					20,000	(20,000)
Misc./YPC/Judging Contest					6,300	(6,300)
Admin & General Expense	614	206,349	(205,736)	3,000	226,527	(223,527)
<b>Total Income and Expense</b>	<b>892,659</b>	<b>647,016</b>	<b>245,643</b>	<b>729,340</b>	<b>870,327</b>	<b>(140,987)</b>
Carryover from Cal Pac AM	96,741					107,179
Contributions	1,400		1,400			1,000
Building proceeds			-			8,000
Life Membership	13,500		13,500			13,500
Endowment	18,726		18,726			18,726
<b>Total Transfers</b>	<b>130,367</b>		<b>33,626</b>			<b>148,405</b>
<b>Net Income - Without Investment Income &amp; Exp</b>	<b>1,023,026</b>	<b>647,016</b>	<b>279,269</b>	<b>729,340</b>	<b>870,327</b>	<b>7,418</b>
Transfer to Reserve Funds						(15,000)
<b>Net Income After Transfer to Reserves</b>						<b>(7,582)</b>