SRM MEMBERSHIP TOOLKIT:
SOCIAL MEDIA

OFFICIAL SRM HASHTAGS

#SRM
#SOCIETYFORRANGEMANAGEMENT
#RESPECTONOTHERANGE
#ROOTEDINRANGE
#GRASSROOTSMEMBERSHIP
#SRMSECTIONS
#WEARERANGE

FOR QUESTIONS CONTACT:
SRM OUTREACH COORDINATOR
Mary Jo Foley-Birrenkott
srmoutreach@rangelands.org

OFFICIAL SRM SOCIAL MEDIA ACCOUNTS:

FACEBOOK:
https://www.facebook.com/societyforrangemanagement

TWITTER:
https://twitter.com/rangelands

LINKED IN:
https://www.linkedin.com/groups/3841425/profile

INSTAGRAM:
https://www.instagram.com/societyforrangemanagement/

SOCIAL MEDIA GRAPHIC LIBRARY

SEVERAL SOCIAL MEDIA GRAPHICS ARE INCLUDED IN THIS TOOLKIT FOR YOUR USE IN PROMOTING THE SOCIETY FOR RANGE MANAGEMENT. ADDITIONAL IMAGES CAN BE FOUND AT IN THE MEMBERSHIP MEDIA LIBRARY ON Rangelands.org.
CHUCK BUTTERFIELD
Y2 CONSULTANTS, SENIOR ECOLOGIST:

"AS A RANGELAND CONSULTANT, SRM IS AN INVALUABLE RESOURCE. THE SOCIETY HAS ALLOWED ME TO DEVELOP AN EXTENSIVE NETWORK OF RANGELAND RESOURCES AND FRIENDSHIPS."

JOIN SRM TODAY!
www.rangelands.org
$10 off for New members
Enter Code:

GRASS ROOTS
Rory O'Connor,
Kansas State University:

“SRM HAS SET ME UP TO SUCCEED IN BECOMING AND CONTINUING TO BE A MODERN RANGELAND PROFESSIONAL.”

Join SRM Today!
www.rangelands.org
"SRM has helped increase my network of rangeland professionals that has greatly enhanced my development and granted me access to knowledge and experience from other range managers across the country."

Matthew Coffman
Rangeland Management Specialist, NRCS
JOIN SRM TODAY!

“SRM PROVIDES A NETWORK OF PEOPLE PASSIONATE ABOUT PROTECTING AND ENHANCING RANGELAND ECOSYSTEM GOODS AND SERVICES.”

SANDY SMART, PROFESSOR
SOUTH DAKOTA STATE UNIVERSITY
TRACY MOSLEY
MONTANA STATE UNIVERSITY
PARK COUNTY AGRICULTURE EXTENSION AGENT:

"SRM IS VALUABLE TO ME BECAUSE IT PROVIDES A DIRECT LINK TO RESEARCH-BASED INFORMATION RELEVANT TO NATURAL RESOURCE CLIENTELE IN MY STATE AND COUNTY, AND BECAUSE OF THE NETWORK OF PROFESSIONALS WITH RANGELAND EXPERTISE IT PROVIDES."

JOIN SRM TODAY
-WWW.RANGELANDS.ORG -
JACK ALEXANDER, SYNERGY RESOURCE SOLUTIONS, INC.:

"THE BIGGEST VALUE I GET FROM SRM OCCURS WHEN THE TRANSECTS GET TOO TEDIOUS OR THE BUREAUCRACY TOO FOREBODING— THERE IS AN SRM EVENT AND I AM SURROUNDED BY PEOPLE QUALIFIED FOR, TALENTED IN, AND PASSIONATE ABOUT RANGELANDS. THEIR PASSION RESTORES MY OWN AND I CAN ENTHUSIASTICALLY GET BACK TO THE FIELD DOING WHAT I DO."

JOIN SRM TODAY!
WWW.RANGELANDS.ORG

GRASS ROOTS
Renew TODAY!!!
RENEW YOUR MEMBERSHIP TODAY!
“We are SRM members because we feel it is critical to continue building the partnerships necessary to manage private and public rangelands.”
JENNY PLUHAR
TEXAS GRAZING LANDS COALITION
TAYLOR RANCHES:

"THE DIVERSITY OF VOICES IN SRM, SCIENTISTS, CONSULTANTS, LAND STEWARDS, AGENCY PROFESSIONALS IS UNIQUE AND KEEPS ME CURRENT, ENGAGED AND ALWAYS MOTIVATED TO LEARN MORE."

Join SRM Today!
www.rangelands.org
Join us in SRM Today!

GRACE WOODMANSEE:

"Attending SRM meetings provided the opportunity to network with professionals and other students, opening the door to internships, jobs and friendships across the country."

JUNIOR SPECIALIST, UC DAVIS
SRM YOUNG PROFESSIONAL'S CONCLAVE

GRASS ROOTS
TARGET AUDIENCES:

#SRM
#SOCIETYFORRANGEMANAGEMENT
#RESPECTONTHE RANGE
#ROOTEDINRANGE LANDS
#GRASSROOTSMEMBERSHIP
#SRMSECTIONS
#WEARERANGE LANDS

PRINTABLE MEMBERSHIP BROCHURES:

THE SRM MEMBERSHIP COMMITTEE HAS CREATED A VARIETY OF BROCHURES HIGHLIGHTING THE SOCIETY AND REASONS TO JOIN AS THEY WOULD RELATE TO TARGET AUDIENCES AS WELL AS A GENERAL AUDIENCE MEMBERSHIP BROCHURE.

FOR QUESTIONS CONTACT:

SRM OUTREACH COORDINATOR
Mary Jo Foley-Birrenkott
srmoutreach@rangelands.org

PRINTABLE BROCHURE LIBRARY

BROCHURES THAT HAVE BEEN DEVELOPED TO DATE ARE INCLUDED HERE IN THE MEMBERSHIP TOOLKIT. DIGITAL VERSIONS ARE AVAILABLE FOR DOWNLOAD ON THE MEMBERSHIP COMMITTEE PAGE OF RANGELANDS.ORG.
“SRM provides the framework for accreditation of the undergraduate Rangeland Ecology and Management program, an outlet for faculty and graduate students to publish groundbreaking research, and a network of people passionate about protecting and enhancing rangeland ecosystem goods and services.”

Sandy Smart
Professor
Natural Resource Management
South Dakota State University

“SRM is valuable to me because it provides a direct link to research-based information relevant to natural resource clientele in my state and county, and because of the network of professionals with rangeland expertise it provides.”

Tracy Wesley
Montana State University
Park County Agriculture Extension Agent

ARE YOU INTERESTED IN RANGELANDS?

Society for Range Management:
FOR ACADEMIA

SRM Headquarters
6901 S. Pierce St. STE 230
Littleton, CO 80128
Phone: (303) 986-3309
Fax: (303) 986-3892
Email: info@rangelands.org

HTTP://RANGELANDS.ORG/WHY-JOIN-SRM/ACADEMIA/
What is SRM?

SRM is the leading professional society committed to conservation through science-based rangeland stewardship.

SRM members are exposed to land management practices and decision-making involving:

- Rangeland Ecology
- Animal Sciences/Livestock Production
- Rangeland Wildlife Management
- Natural Resources
- Soil Science
- Hydrology/Watershed Management
- Vegetation Management, Growth and Response
- Fire Ecology
- Monitoring and Restoration
- Land Stewardship and Management Planning
- Rangeland Economics
- Social science
- Environmental Policy and Law
- Recreation
- Other rangeland management and conservation practices

What does SRM mean to Academia?

- Opportunities to connect with potential students
- Section level ties to other student chapters, local resources and colleagues
- Provides links between research and applied management
- Outlet for current rangeland science and technology
- Publishing in peer-reviewed scientific journals (Rangeland Ecology & Management, Rangelands)
- Platform to present research to science community and rangeland users
- Invitations to workshops, symposiums, field tours, etc. at the local, national, and international level
- Networking with colleagues and other rangeland professionals
- Participation in student academic competitions at Annual Meetings

Join SRM today!

Regular Member: $100 US

To join, visit: www.rangelands.org
or call: (785) 865-9456

Photo Credit: (Front Background, Plants, and Wildlife) Jerri Schroer Hagon, Vale Oregon
SRM has an incredible network of natural resource professionals from a variety of disciplines representing private industry, academia, and local, state, and federal agencies. This diversity of thought and perspective provides a robust opportunity to learn from one another.

Jenni & Kurt Moffitt
Soil Scientists
Natural Resources Conservation Service

“I am a member of SRM because the society is a resource and connection to other land managers, producers, scientists, and educators who through their diversity, encourage dialogue and continued learning of the ecological processes of our Rangelands. This helps me fulfill the BLM’s mission of sustaining the health, diversity, and productivity of America’s public lands for the use and enjoyment of present and future generations.”

Alan Bass
State Rangeland Management Specialist
Bureau of Land Management

ARE YOU INTERESTED IN RANGELANDS?
Society for Range Management: FOR AGENCY EMPLOYEES

Society for Range Management
SRM Headquarters
6901 S. Pierce St. STE 230
Littleton, CO 80128
Phone: (303) 986-3309
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Email: info@rangelands.org

HTTP://RANGELANDS.ORG/WHY-JOIN-SRM/AGENCY/
SRM members are exposed to land management practices and decision-making involving:
- Rangeland Ecology
- Animal Sciences/Livestock Production
- Rangeland Wildlife Management
- Natural Resources
- Soil Science
- Hydrology/Watershed Management
- Vegetation Management, Growth and Response
- Fire Ecology
- Monitoring and Restoration
- Land Stewardship and Management Planning
- Rangeland Economics
- Social science
- Environmental Policy and Law
- Recreation
- Other rangeland management and conservation practices

What does SRM mean to an Agency employee?

SRM is the leading professional society committed to conservation through science-based rangeland stewardship

- Voice in Washington D.C. supporting rangeland related positions and funding
- Agency specific training provided by SRM at local, state and national meetings including webinars and on-line symposia
- Local and national symposiums, workshops, and field tours that provide CEU credits for Certified Professionals in Range Management (CPRM)
- Cross-pollination of natural resource professionals from a variety of disciplines representing private industry, academia, research, and local, state, and federal agencies
- Sharing management tools and techniques in presentations and posters
- Participating in professional committees
- On-the-spot hiring of seasonal and full-time positions
- Diversity of thought and perspective
- Develop leadership skills serving on and chairing SRM committees

“I am a member of SRM because I feel it is important to stay educated on rangeland science and issues. The journals provide current research and results being conducted, offering possible management solutions for agencies to utilize. The Annual Technical Training Meeting is packed full of professional presentations relevant to today’s issues and possible solutions. It is a great way to stay in touch with former mentors, colleagues, and acquaintances. I find both professional and personal enrichment from attending the annual meetings.”

Kim Dolatta
Rangeland Management Specialist
U.S. Forest Service

Join SRM today!
Regular member: $100 US
To join, visit: www.rangelands.org or call: (785) 865-9456.

Photo Credit (Backgrounds, Plants/Wildlife): Jerri Schroeder Hajon, Vale OR
As a first year graduate student, being a part of SRM helped me to see the many possibilities for research within rangeland science. The amount of presenters and people to network with was astounding. I look forward to future SRM conferences where I will be even more prepared to get the most of the immense amount of information and collaboration opportunities. Going to SRM will enable me to present my research project and gain invaluable input from numerous experienced professionals from many disciplines and specialties.

Jaycee Leonard
Graduate Student
Oregon State University

SRM has given me a chance to build a vast network of mentors, colleagues and friends. This network it has given me opportunities to gain leadership as well as mentorship experiences that I wouldn’t have had otherwise. Above all else SRM has set me up to succeed in becoming and continuing to be a modern rangeland professional.

Rory O’Connor
PhD Candidate
Kansas State University

ARE YOU INTERESTED IN RANGELANDS?

Society for Range Management: FOR COLLEGE/UNIVERSITY STUDENTS

Society for Range Management
SRM Headquarters
6901 S. Pierce St. STE 230
Littleton, CO 80128
Phone: (303) 986-3309
Fax: (303) 986-3892

HTTP://RANGELANDS.ORG/WHY-JOIN-SRM/UNIVERSITY/
What is SRM?
SRM is the leading professional society committed to conservation through science-based rangeland stewardship

SRM members represent diverse fields and interests including:
- Rangeland Ecology and Management
- Animal Sciences/Livestock Production
- Fish and Wildlife
- Natural Resources
- Ecology
- Soil Science
- Hydrology
- Botany
- Fire Ecology
- Rangeland Economics
- Ecological Engineering
- Social science
- Environmental Policy and Law
- Others interested in rangeland management and conservation

What does SRM mean to a College/University student?
Student members benefit from SRM through avenues such as:
- Undergraduate Rangeland Management Exam (URME)
- Plant Identification Team Competition
- Range Cup Competition
- Scholarships/Awards
- Internships
- SRM Job Fair hiring opportunities (seasonal and full-time)
- Young Professionals Conclave
- Participation in presentations, posters, etc.
- Research opportunities
- Invitation to workshops, symposiums, field tours, etc.
- Connections to SRM committees
- Professional networking
- Mentorships to transition from student to professional career

Join SRM today!
Regular member: $100 US
Early Career/Young Professional member: $70 US
Student member: $45 US

To join, visit: www.rangelands.org
or call: (785) 865-9456.
“As a rangeland consultant, SRM is an invaluable resource. If I get a project in a state that I have not previously worked, I have an array of people that I can contact for information. This goes beyond technical information, but can include custom and culture, politics, and other people to work with. The society has allowed me to develop an extensive network of rangeland resources and friendships.”

Chuck Butterfield
Senior Ecologist
Y2 Consultants

“The biggest value I get from SRM occurs when the transects get too tedious or the bureaucracy too foreboding—there is an SRM event and I am surrounded by people qualified for, talented in, and passionate about rangelands. Their passion restores my own and I can enthusiastically get back to the field doing what I do.”

Jack Alexander
Synergy Resource Solutions, Inc.

http://rangelands.org/why-join-srm/consultants/

Are you interested in rangelands?
Society for Range Management: for consultants
Society for Range Management

What is SRM?
SRM is the leading professional society committed to conservation through science-based rangeland stewardship.

SRM members represent diverse interests including:
- Professional Consulting
- Ranching and livestock production
- Extension and outreach
- Research and education
- Ecology (rangeland, soil, restoration, vegetation, watershed, etc.)
- Hydrology
- Wildlife
- Social science
- Rangeland Economics
- Tribal and private land management
- State and federal agencies
- Others interested in rangeland management and stewardship

What does SRM mean to Consultants?
- Ability to get certified as a Range Management Consultant and/or Certified Professional in Rangeland Management
- Continuing Education Credits (CEU)
- Networking with potential clients, rangeland professionals, and other consultants
- Section level ties to local resources and colleagues
- Opportunities to collaborate with agencies on initiatives
- Invitations to participate and/or lead workshops and trainings at the local, national and/or international level
- Provides links between current research/technology and applied management
- Peer-reviewed scientific journals (Rangeland Ecology & Management, Rangelands)

Join SRM today!
Regular Member: $100 US
To join, visit: www.rangelands.org or call: (785) 865-9456.

Photo Credit: (Backgrounds, Plants/Wildlife) Jerri Schroder Hogan, Yale OR
“SRM has been a primary source of professional development and technical training and has allowed me to connect with and learn from other professionals in the field of range management. SRM encourages open communication and transfer of ideas between members with a shared passion of managing our rangeland resources in a sustainable manner, that transcends boundaries between agencies, universities, states, countries, and most importantly generations.”
Miranda Meekhan
Ext. Livestock Environmental Stewardship Specialist
Animal Sciences
North Dakota State University

“SRM provides a platform to network with professionals in the field of Range that has been and will continue to be instrumental throughout my career. The society hosts an array of individuals with a wide variety of common interests that create connections to invaluable resources. Most importantly, it fosters an atmosphere that encourages professional relationships, mentorships, and friendships that will last a lifetime.”
Michael Birrenkott
Pape Machinery
Oregon State University, Recent Graduate

ARE YOU INTERESTED IN RANGELANDS?
Society for Range Management:
FOR EARLY CAREER/YOUNG PROFESSIONALS

Society for Range Management
SRM Headquarters
6901 S. Pierce St. STE 230
Littleton, CO 80128
Phone: (303) 986-3309
Fax: (303) 986-3892

HTTP://RANGELANDS.ORG/WHY-JOIN-SRM/YOUNG-PROFESSIONAL/
What is SRM?
SRM is the leading professional society committed to conservation through science-based rangeland stewardship.

SRM members represent diverse careers and interests including:
- Research and education
- Extension and outreach
- State and federal agencies
- Tribal and private land management
- Professional consulting
- Ecology (rangeland, soil, restoration, vegetation, watershed, engineering, etc.)
- Wildlife specialists
- Ranching and livestock production
- Social science
- Rangeland Economics
- Environmental Policy and Law
- Others interested in rangeland management and conservation

What does SRM mean to a Early Career/ Young Professional?
- Young Professionals Conclave
- Professional networking and mentorships
- Scholarships/ Awards
- Hiring opportunities (seasonal and full-time)
- Research opportunities
- Invitations to participate and/or lead workshops, trainings, and field tours at the local, national and/or international level
- Provides links between current research/technology and applied management
- Peer-reviewed scientific journals (Rangeland Ecology & Management, Rangelands)
- Connections to professional committees
- Ability to get certified as a Range Management Consultant and/or Certified Professional in Rangeland Management
- Continuing Education Credits (CEU)

Join SRM today!
Regular member: $100 US
Early Career/Young Professional member: $70 US
Student member: $45 US

To join, visit: www.rangelands.org
or call: (785) 865-9456.
“As a range professional, I feel that it is important that we be exposed and up to date on information regarding the management of our country’s rangelands. SRM is a source for the most current rangeland management issues that we need to be aware of and are responsible for conveying to land managers. SRM has also helped increase my network of rangeland professionals that has greatly enhanced my development and granted me access to knowledge and experience from other range managers across the country.”

Matthew Coffman
Rangeland Management Specialist
Southern Rolling Plains Region–GLC
Natural Resources Conservation Service

“SRM keeps me connected to not only the cutting edge science, but the current issues out on the range, be they environmental, political or sociological. Stewards of rangeland resources have the power to impact not only their own destiny, but make a profound impact on the world around them, for the good of people far beyond their own operation. The diversity of voices in SRM, scientist, consultants, land stewards, agency professionals is unique and keeps me current, engaged and always motivated to learn more.”

Jenny Pflueh
Executive Director,
Texas Grazing Land Coalition
Manager, Taylor Ranches

Society for Range Management
SRM Headquarters
6901 S. Pierce St. STE 230
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ARE YOU INTERESTED IN RANGELANDS?
Society for Range Management

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What is SRM?

SRM is the leading professional society committed to conservation through science-based rangeland stewardship.

SRM members represent diverse careers and interests including:
- Research and education
- Extension and outreach
- State and federal agencies
- Tribal and private land management
- Professional consulting
- Ecology (rangeland, soil, restoration, vegetation, watershed, engineering, etc.)
- Wildlife specialists
- Ranching and livestock production
- Social science
- Rangeland Economics
- Environmental Policy and Law
- Others interested in rangeland management and conservation

What does SRM mean to a member?

- Local (section-level), national and international connections and networking
- Provides links between research and applied management
- Fosters collaborative efforts between all facets of rangeland community
- Voice in Washington D.C. supporting rangeland related positions and funding
- Local and national symposiums, workshops, trade shows, and field tours
- Outlet for current rangeland science and technology, including scientific journals
- Hiring opportunities (seasonal and full-time)

Join SRM today!

Regular member: $100 US
Early Career/Young Professional member: $70 US
Student member: $45 US

To join, visit: www.rangelands.org
or call: (785) 865-9456.

Photo Credit: (Backgrounds, Plants/Wildlife): Jerri Schroeder Hagon, Yale OR
“SRM allows young adults to further their knowledge about America’s rangelands, make new friends interested in the same field, and network with many who are already experts.”

Tyler Thomas
Burns High School Student

“SRM is an organization that supports and teaches me how to manage and conserve rangelands for my herd, and herds of the future.”

Trent Olsen
Nebraska High School Youth Forum
Nebraska Youth Range Camp Participant

ARE YOU INTERESTED IN RANGELANDS?
Society for Range Management: FOR HIGH SCHOOL STUDENTS

SRM Headquarters
6901 S. Pierce St. STE 230
Littleton, CO 80128
Phone: (303) 986-3309
Fax: (303) 986-3892
Email: info@rangelands.org

HTTP://RANGELANDS.ORG/WHY-JOIN-SRM/HIGH-SCHOOL/
Society for Range Management

What is SRM?

SRM is the leading professional society committed to conservation through science-based rangeland stewardship.

SRM members are exposed to land management practices and decision-making involving:
- Rangeland Ecology
- Animal Sciences/ Livestock Production
- Fish and Wildlife
- Natural Resources
- Soil Science
- Hydrology/ Watershed Management
- Botany/ Vegetation Species, Growth, and Response
- Fire Ecology
- Monitoring and Restoration
- Land Stewardship and Forestry
- Economics
- Social science
- Environmental Ethics and Law
- Recreation
- Other rangeland management and conservation practices.

What does SRM mean to a High School student?

Student members benefit from SRM through avenues such as:

- Participation in SRM meetings across the U.S.A.
- High School Youth Forum
- Connections to Range Camps and Field Days
- Field trips to ranches and wildlife management areas
- Involvement in competitions
- Scholarships/ Awards
- Participation in presentations, posters, etc.
- Networks to Colleges, Universities, and Trade Schools
- Internships/ Apprenticeships
- Invitation to workshops, symposiums, field tours, etc.
- Mentorships to transition from student to professional career

Join SRM today!

Student members: $50/year. To join, visit www.rangeleynds.org or call 713-852-9948.

Photo Credit: (Background: Red Wildlife): Jerri Schroeder Hagen, Yale Oregon (Others): Nebraska Youth Range Camp and Texas Youth Range Workshop
“We are SRM members because we feel it is critical to continue building the partnerships necessary to manage private and public rangelands. The educational factor between agency people and private landowners through SRM assist with keeping us up to date on the latest science, as well as provides the scientific community with the opportunity to hear firsthand what land managers need to do a better job of managing our ever changing rangeland resources.”

Runinda and Jeff McCormack
McCormack Ranch
Prineville, OR

When asked why SRM is important to the Lees, their response was:

“We are always looking for ways to expand our learning opportunities so we can continue to care for our greatest renewable resource.”

Bob & Kathy Lee
Robert E. Lee Ranch Company
Judith Gap, MT

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HTTP://RANGELANDS.ORG/WHY-JOIN-SRM/RANCHER/
Society for Range Management

What is SRM?
SRM is the leading professional society committed to conservation through science-based rangeland stewardship.

SRM members represent diverse interests including:
- Ranching and livestock production
- Extension and outreach
- Research and education
- Professional Consulting
- Ecology (rangeland, soil, restoration, vegetation, watershed, etc.)
- Wildlife
- Social science
- Tribal and private land management
- State and federal agencies

Why become a member?
SRM provides connections to rangeland managers and the current science in topics such as:
- Developing healthy landscapes
- Grazing management
- Livestock behavior and production
- Forage production
- Riparian improvement
- Rangeland policy and conservation issues
- Invasive species management
- Wildlife habitat potential
- Endangered species partnerships
- Fire use and management
- Recreational opportunities

Join SRM today!
Regular member: $100 US
Apprentice member: $70 US
Student member: $45 US
To join, visit: www.rangelands.org
or call: (785) 865-9456 (1-800-627-0326)