New Marketing Opportunities for Rangelands - Stephanie Larson-Praplan, Ph.D., SRM Director

I presented, Development of a Business Plan for Producing, Processing and Marketing Locally Produced Grass Fed Beef, at the 2004 Society for Range Management (SRM) meeting.

The abstract read:

Many beef cattle ranchers are struggling to remain sustainable in a conventional beef marketing operation, using their present livestock rangeland production system. The conventional style of marketing beef cattle does not allow ranchers to be innovative nor sustainable as they are tied in with larger scale operators and are at the mercy of traditional markets. One study even concluded that fifty percent of ranchers depend almost exclusively on the ranch for income and can be expected to become a decreasing part of the ranching community. Livestock production returns have historically been and continue to be less than positive returns from alternative investment of comparable risk. Methods to increase market returns while allowing ranchers to maintain their way of life needs to be explored. Marketing directly to the consumer with a unique product, such as grass fed beef, would allow ranchers to implement a new marketing system that utilizes the natural resources on their ranches and opened up new market options. Research conducted examined the overall health benefits of the product, and marketing techniques for increasing demand for grass fed beef by the consumer.

Historically, most of the beef produced until the 1940’s was from cattle finished on grass. During the 1950’s, considerable research was
done to improve the efficiency of beef production, giving birth to the feedlot industry where high energy grains were fed to cattle as means to decrease days on feed and improve marbling. In the U.S. meat consumers have grown accustomed to the taste of grain-fed beef, generally preferring the flavor and overall palatability afforded by the higher energy grain ration (Daley et al. 2010). However, changes in consumer demand, through public press like Michael Pollen’s “The Omnivore’s Dilemma” now find consumers seeking local, sustainable agricultural commodities, like grass fed beef. The concept of buying local, grass fed beef is increasingly important to consumers who view grass fed as both a health conscience and sustainable decision. Sustainability implies that high yields (protein) can be produced through agricultural practices that have acceptable environmental impacts. Since almost half of the world’s land surface sustains rangelands, grass fed livestock could be raised off these lands. This increase in food awareness is an excellent opportunity for our Society to highlight the importance of rangeland management and its ability to produce a local healthy food source.

On a local level, the capability to supply local markets with humanely produced meat from natural grass is paying out well for some ranchers, but presently this market is uncertain and has many risks, Holechek (2009). Even so, in a 2007 marketing study in the San Francisco Bay Area, consumers, who purchase meat, were asked what their priorities were when purchasing. Consumers listed locally grown as the highest priority in their changing purchasing dollar. Items such as grass fed, organic and humanely raised were also high priorities.

Another reason for the interest in grass fed beef is the perceived difference in nutritional quality between grass-fed and grain-fed cattle. A review of research, spanning three decades, suggested that grass-based diets significantly improved the fatty acid (FA) composition and antioxidant content of beef, albeit with variable impacts on overall palatability (Daley et al. 2010). Grass-based diets showed to enhance total conjugated linoleic acid (CLA) (C18:2) isomers and omega-3 (n-3) FAs on a g/g fat basis. Studies also suggested grass-based diets elevate precursors for Vitamin A and E, as well as cancer fighting antioxidants, such as glutathione (GT) and superoxide dismutase (SOD) activity as compared to grain-fed contemporaries. Fat conscious consumers also prefer the overall lower fat content of a grass-fed beef product.

Marketing directly to the consumer with a unique product, such as grass fed beef, allows for a marketing system that utilizes rangelands, thus demonstrating the importance of rangelands. This is an opportunity for us as Society of Rangeland Management Members to educate the public about the importance in maintaining grazing on rangelands. This is the most sustainable form of agriculture known - producing food through proper grazing of rangelands.

**References**


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**President’s 1st Quarter Report** - Jeff Mosley, SRM President

Can you believe three months have passed since SRM members gathered in Denver for the 2010 Annual Meeting? We’re already one-fourth of the way through the 2010-2011 year for SRM, making it time to highlight some of what the parent society has accomplished thus far. Tracking these accomplishments has been made easier by the creation of an Annual Work Plan that lists the major items SRM intends to accomplish this year and the persons or groups within SRM that are primarily responsible for accomplishing those tasks. The 2010-2011 SRM Work Plan is updated periodically as tasks are completed and new ones are added. The Work Plan can be viewed by all members in the members-only section of the SRM website. I invite you to view it and keep informed about what your professional organization is doing on your behalf.

One highlight thus far this year was that SRM was very fortunate to participate in the White House Conference on America’s Great Outdoors. This was a coveted opportunity and many individuals and organizations that wanted to participate were unable to attend the invitation-only event. It was very heartening to have SRM recognized as an important voice for conservation policy in the US, and I wish to sincerely thank our SRM partners in the US government for recommending that SRM be invited.

The Conference was the initiation of a dialogue between the Obama Administration and conservation leaders in the US to help President Obama craft his conservation policies. I represented SRM at this initial session in Washington, DC and was able to stress several points, including: a) the importance of working landscapes in sustaining rangeland ecosystems, open space, and wildlife habitat; b) the opportunity to use Land and Water Conservation Funds to fund conservation projects of local working groups, as opposed to using these funds only for federal land acquisition; c) the importance of estate tax relief for sustaining working ranches and rangeland landscapes; and d) the importance of incorporating flexibility in conservation easement programs to include term easements, as opposed to only perpetual easements.

While at the conference, I was able to informally discuss rangeland conservation issues with several SRM partners, including US Forest Service Chief Tom Tidwell, Natural Resources Conservation Service (NRCS) Chief Dave White, National Cattlemen’s Beef Association (NCBA) President-Elect Bill Donald, American Society of Agronomy (ASA) President Francis Pierce, and Bob Model of the Boone and Crockett Club. The Obama administration plans to hold more listening sessions around the US, including one in my home state of Montana on June 3rd. My trip to DC also enabled me and Jess Peterson, SRM Washington, DC liaison, to have several productive discussions with staff of BLM, NRCS, NCBA, and the Public Lands Council (PLC), and I wish to thank everyone involved for their welcoming hospitality and strong desires to continue strengthening their relationships with SRM. Strengthening these mutual ties is a priority for SRM as well.

Another item worth highlighting from the past three months is the significant progress made toward the advancement of Ecological Site Descriptions (ESD) within US federal agencies with rangeland management and research responsibilities. We are in the final stages of developing a partnership between SRM and several US agencies to conduct workshops in 2010 and 2011 as part of the SRM Center for Professional Development (CPED). This has been a long journey that is very close to fruition, and these workshops signal the beginning of a new era in the management of US rangelands. Ecological Site Descriptions offer the means to unite people and bring the latest ecological science down to the ground where it can be applied by practicing rangeland managers, ranchers, wildlife biologists, and others. Stay tuned for more information about these upcoming, ground-breaking workshops.
Finally, the Board of Directors (BOD) and Executive Vice President (EVP) Tim Cansler have spent the past three months searching tirelessly for ways to improve office procedures and increase administrative efficiencies. Evidence of these efforts include ongoing revision of the SRM Strategic Plan (last updated by the BOD in 2002); revision of the Annual Meeting Committee Planning Handbook (last updated in 2001); creation of the Sponsorships Committee to coordinate the parent society’s efforts to secure more external funding; and creation of the Trade Show Committee to provide continuity and more consistent service to Trade Show exhibitors.

Check out the 2010-2011 SRM Work Plan on the SRM website for more information, or contact me by phone (406) 579-8177 or email (jmosley@montana.edu) if you want more information on any topic. Here's hoping the next three months are fun, productive, and fulfilling for every SRM member.

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Society for Range Management
64th Annual Meeting
Billings, Montana – February 6-10, 2011
Transcending Borders - Landscapes and Legends
http://www.rangelands.org/billings2011

Society for Range Management Certified Range Management Consultant - Third in a Series of Articles - Rod Baumberger, Sturgis, SD

The Certified Range Management Consultants met during the SRM meeting in Denver. It was decided at that time that some members of the committee would write short articles about their involvement with consulting.

I have been a Certified Range Management Consultant for 30 years, 24 of those years I was employed with the Natural Resources Conservation Service (NRCS). I did not do any consulting during my time of employment, but I thought it was important that I supported the range management profession.

I have been retired from NRCS for six years and have been hired as and completed numerous jobs as a consultant. The main consulting jobs I have been doing are writing ranch conservation plans for producers in Western South Dakota. These plans have been funded through a watershed project and the South Dakota Grassland Coalition. I develop complete conservation plans using NRCS standards and specifications. When the producer has made the planning decisions, the completed plans are turned over to the local NRCS office and become part of the landowners file. Some of the plans have been converted to EQIP contracts and some of the plans were used to supplement existing contracts.

Other jobs include working with attorneys in solving controversial grazing issues between landowners. In these instances I usually do monitoring, utilization reviews and present the facts to the parties involved.

I have also been an instructor at numerous range workshops and training sessions.

I believe that government and non-governmental employees should be involved in professional organizations. It is important for these SRM members in the range management profession obtain some type of certification. Benefits of the certification are the annual reviews and educational requirements, attending range management tours, workshops, meetings, and networking with other professionals.

Congratulations to Caitlin Harris

Caitlin Harris started coming regularly to the SRM office to work on mailings at the tender age of 6 years. She became a paid employee at only 17. In reality she has been around and has supported SRM activities since before she was born. Her favorite memories involve the annual meetings where she does what she enjoys the most and that is work closely with the wonderful diversity of SRM membership.

As a young woman Caitlin has faced many challenges, not the least of which has been bearing the responsibility of raising her beautiful son “Remy” while attending school full time at Metro State College. Throughout this period, Caitlin has continued to work part-time at SRM. Remy continues in his Mom’s tradition, coming to the SRM office when we need his help and support the most and having already attended 3 annual meetings while not yet 3 years old (born April 28, 2008).

We are proud to announce that this month Caitlin has successfully completed a Bachelor of Arts degree in African American Studies. Caitlin is now a college graduate! Indicative of the wonderful young woman that she is, Caitlin now intends to apply to graduate school as her career goals involve becoming a college professor. On behalf of the entire SRM membership, we wish Caitlin much continued success in all of her chosen endeavors. SRM is proud to be a part of her success.

Lost Resource—Dr. R. Dennis Child

Dr. R. Dennis Child, Professor of Rangeland Ecosystem Science at Colorado State University, passed away on May 8, 2010 at the Medical Center of the Rockies in Loveland, Colorado. Dennis had suffered from aortic aneurysm problems for several years and was receiving treatment at his untimely death. Dennis was a role model both professionally and personally for many of us in range management. In particular, he was a beloved teacher, an excellent scientist, and a leader throughout the national and global range management professional community.

Dennis Child received his BS and MS Degrees in Range Science from Utah State University and then spent two years on active duty as a lieutenant in the Adjutant General’s Corps; Fifth U. S. Army in Illinois. In 1971, Dennis began his Doctorial degree in Range Science at Colorado State University and finished it a few years later. His major academic interests included: range ecology, rangeland planning, systems ecology and international rangeland development. Dennis held positions with Winrock International Livestock Research and Training Center in Morilton, Arkansas and Kiboko, Kenya from 1977 to 1988. He then became the National Program Leader, Range and Global Change, USDA-ARS, Beltsville, Maryland from 1988 to 1995. Dennis and his family returned to Fort Collins where he became Professor and Head, Department of Rangeland Ecosystem Science at Colorado State University from 1995 to 2002 and Associate Dean in the College of Natural Resources from 2002 to 2004. Dennis remained active in his teaching and research professorship at Colorado State University from 2002 until his death.

Dr. Child had a wide interest in sub-disciplines of range science as reflected in his professional services to State governments and associations, United States Government Congressional Committees, as well as his service to several foreign government committees including Kenya and the People’s Republic of China. Dennis Child received numerous awards for his dedicated work with students, Colorado State University, States, and the US Federal Government, in addition to professional societies. Dr. Child served in numerous offices, committees, and panels in the Society for Range Management and the International Rangeland Congress.

Dr. Child guided a number of graduate students to completion of their M.S. and/or Ph.D. degrees in a wide range of sub-disciplines within the range profession. His students came from many states and several countries. In addition, he served on many committees of other graduate students when he thought he could make contributions to their research and academic efforts.
Dennis will always be remembered for his exceptional kindness, his willingness always to listen and to help others, his mentoring and love of students, and the lasting contributions he made to natural resources during his career. In addition to his family, he will be sorely missed by friends, colleagues and students at Colorado State University and the Society for Range Management.

Less Weeds = More Cows

A weed calculator developed by an ARS scientist tells ranchers the number of additional cows they could raise if they eliminated one or two widespread exotic invasive weeds.

To read the article “Eliminating Weeds Could Put More Cows on the Pasture” (Don Comis, Public Affairs Specialist, 4/28/10) and access the calculator visit http://www.ars.usda.gov/is/pr/2010/100428.htm.

IX International Rangeland Congress—IRC2011
“Diverse Rangelands for a Sustainable Society”
Rosario, Argentina - April 2 to April 8, 2011

Dear colleagues:
Given the large number of Volunteer Papers we are receiving, the Organizing Committee of the IX International Rangeland Congress has decided to extend the deadline for Paper submission until June 15th.
Sincerely yours,
Ing.Agr. Maximiliano Carrillo
Secretariat AOC-IRC2011
Rosario, Argentina

Estimados colegas:
Dada la gran cantidad de Volunteer Papers que estamos recibiendo, el Comité Organizador del IX Congreso Internacional de Pastizales ha decidido extender el periodo de recepción de los mismos hasta el 15 de Junio.
Atentamente,
Ing. Agr. Maximiliano Carrillo
Secretariat AOC-IRC2011
Rosario, Argentina

True Vacations Increase . . . Productivity?
by Matt Deutsch, Animal Science Monitor-May 25, 2010-Issue 105
Submitted by Linda Coates-Markle

Face it. By and large, we're a nation of workaholics.

According to annual surveys conducted by organizations such as employment firm Hudson, more than half of all working Americans fail to take all of their vacation days. Some fail to take even half of their vacation days!

Even when we're not working, we're still working, using our laptops, PDAs, and even our cell phones to stay perpetually "plugged in" to our jobs. We tell ourselves that by doing this, we'll get more done, be more productive, and ultimately, be more valuable to our employer. But the fact of the matter is that this is largely a myth. No matter what evidence you might have to the contrary, you're not doing your employer any favors by working yourself to a frazzle.

In order for any company to receive the best return on the investment that it's made in its employees, that company needs its people to be well-rested; intrinsically motivated; and most of all, happy. Proper rest and recreation (i.e., vacation time) is one the best ways in which to accomplish this.

Relaxation = great ideas = productivity

Where does true productivity lie? Real productivity, the kind that can make a definitive and long-term impact on a company's bottom line? Is it hours and hours of rote labor, overtime hours devoted to monotonous (but often necessary) tasks that usually only ensure the continuance of the status quo? Ultimately, no.

True productivity, the kind that has the potential to change the fortunes of companies and its employees, lies in great ideas. I’m talking about ideas regarding better ways to do things, different ways to do things, and new areas of exploration and experimentation. Maintaining the status quo does not lead to ground-breaking productivity; smashing it does.

People who are well rested and refreshed are far more capable of “thinking outside the box,” so to speak and formulating great ideas that will propel their companies to new heights. Overworked employees? Not only are they less likely to generate great ideas, they're more likely to burn out and be dissatisfied with their job. So- what can you do?

If you're an employer:
Be cognizant of how much vacation time is afforded to each of your employees and how much they've taken to this point. Assess their performance in relation to the vacation time they've taken . . . or the time they haven't.
Make a conscious effort to discuss vacation time with these employees. Simply inquiring about how they plan to take it will convey to them that you’re interested in their overall health and well being, there by keeping them effectively engaged.

If you’re an employee:

Be aware of how much vacation time you’ve taken to this point in the year.
Consulting your significant other, create a plan for taking the remainder of your time before the end of 2010.
Meet with your immediate supervisor to discuss your plan and what effect your time off - if any - will have on the rest of your department or team.
Be sure to take your vacation!

Sounds simple, doesn’t it? Apparently, it’s anything but. Believe it or not, we’ve reached a point in this country where taking a true vacation has undergone a transformation from being a sought-after time of respite and rest to being something of a chore. And that’s anything BUT a great idea.

Visit us on the web! www.animalsciencemonitor.com

Position Announcements

Executive Officer
Alameda County Resource Conservation District
Livermore, CA
The Alameda County Resource Conservation District works with residents, local, state and federal agencies and other organizations to make conservation happen. We are seeking an Executive Officer to lead a growing and innovative conservation agency, and join a team of dedicated staff and a committed Board of Directors. The Executive Officer will enjoy flexible work hours with potential for telecommuting, well-suited for those seeking to improve their work-life balance. The position is based in a beautiful location on the edge of Livermore’s wine country and cattle ranches. A Position Announcement with information on the position and the ideal candidate is posted on our website at http://www.acrcd.org/AboutUs/ConservationPartnershipTeam.aspx
Applications due June 21, 2010

Biologist/Ecologist
Cirrus Ecological Solutions
Logan, UT
Biologist/Ecologist position open with an established environmental consulting firm. Responsibilities include: collecting resource data, analysis and interpretation of data, and preparation of reports including NEPA documentation. Degree in a natural resource discipline is required, advanced degree preferred. Skills and qualifications: working knowledge of major environmental legislation; understanding of the specific regulatory setting for special status wildlife, fish, plants, wetlands, and/or rangelands; familiarity with the ecology of the Intermountain West; and ability to collect field data according to established protocols. For additional information and to apply contact: humanresources@cirruses.com or (435) 787-1490. For full solicitation go to www.cirruses.com.

Lost Resource—Tom Townley-Smith
July 5, 1911—December 13, 2009
Thomas William Townley-Smith passed away in Regina Saskatchewan on December 13, 2009 at the age of 98. Tom was born in Lashburn, SK and was raised on the family farm. He received his early education at Wirral and Lashburn schools and obtained a Bachelor of Science in Agriculture in 1932, and a Master of Science degree in 1935 from the University of Saskatchewan. He became a Professional Agrologist in 1958 and worked for the Federal Government at Scott, SK, and the Alberta Department of Agriculture at Hughenden, AB before returning to operate the family farm near Lashburn from 1946 to 1958. In 1958 he moved to Regina where he worked as a Land Use Specialist with the Lands Branch, Saskatchewan Department of Agriculture until his retirement in 1976. After his retirement he worked as a private consultant doing environmental impact studies in Saskatchewan. Tom was active in community and agricultural organizations serving as a school trustee, chair of the Lashburn Co-operative Society, and a member of the Saskatchewan Agriculture Graduates Association, the Saskatchewan Seed Growers Association, Saskatchewan Institute of Agrologists, Agricultural Institute of Canada and the Society for Range Management. Tom was elected Northern Great Plains Section President and served as president-elect (1972) and president (1973). He served with such SRM notables as Sylver Smoliak and Gene Payne. As a life member, Tom was keen to maintain his connection to the SRM in his later years.

2010 Jornada Assessment & Monitoring Web Seminar Series

Join us for a series of one-hour web seminars to learn about new tools for natural resource assessment and monitoring, with an emphasis on grassland, shrubland and savanna ecosystems.

April 27 - 2:00pm (MDT) The Rangelands Assessment and Monitoring Methods Guide
Use the new Rangeland Assessment and Monitoring Methods Guide (http://www.rangelandmethods.org) to learn about over 75 different field and remote sensing methods and learn how you can tap into and contribute to the collective experiences of a dynamic community of rangeland professionals.

May 4 – 2:00pm (MDT) Using the Database for Inventory, Monitoring and Assessment
Learn how to collect data electronically in the field with the Database for Inventory, Monitoring and Assessment (DIMA, aka “the rangeland database”).
June 8 – 2:00pm (MDT)  Assessment and Monitoring Techniques for Evaluating Road Impacts
Existing assessment and monitoring techniques can be effective for evaluating the impacts of roads or other linear disturbances. This course will provide an overview of standard field and remote sensing methods that can be used or modified to address these types of disturbances.

July 20 – 2:00pm (MDT)  Practical Tools for Multi-scale Sample Design and Selection
Properly designed sampling strategies can yield data that will meet local objectives but also can be combined with other observation sets for larger-scale analyses. This seminar will give a practical demonstration of available tools for multi-scale sample design.

Register now at: http://www.landscapetoolbox.org/train/register/
Sponsored by the USDA-ARS Jornada Experimental Range and the Idaho Chapter of The Nature Conservancy

Calling All Cooks – Now Accepting Recipes, Stories, and Photos
Do you have a family or ranch recipe that has been around for generations? Does it have a great story or background to go with it? Or maybe you have a great range story, ranch story or an awesome range photo that you would like to share. We are looking for you. The Information and Education Committee is collecting recipes, stories and photos for the next edition of the Trail Boss Cowboy Cookbook.

Submit Recipes, Range Stories and Range Photos to:
srmcookbook@yahoo.com

Please Include Your Name, Ranch Name, SRM Section and City, State with each submission. Please Include Your Name, Ranch Name, SRM Section and City, State with each submission.

All recipes must be original recipes (never published). If it is a published recipe it must be changed by 10%, such as changing an ingredient or amount, adding an ingredient, changing cooking temperature or time.

Featured Recipe Of The Month:
From: Trail Boss’s Cowboy Cookbook, 1985
Pete Petoskey, Lewiston, Michigan

**Arabian Pork Chops**

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Quantity</th>
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<tr>
<td>2 pork shops per guest (unless one is a lady)</td>
<td>1 can mushroom soup per 8 chops</td>
</tr>
<tr>
<td>1 tomato per 2 chops</td>
<td>mushrooms, optional</td>
</tr>
<tr>
<td>1 onion per 2 chops</td>
<td>Flour</td>
</tr>
<tr>
<td>1 green pepper per 8 chops</td>
<td>Oil or shortening</td>
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</tbody>
</table>

Salt and pepper, garlic salt, flavor salt, and Worcestershire Sauce

Brown pork chops, using seasonings to taste, slice tomato and onions, dice peppers and split mushrooms. Remove pork chops and make a roux (gravy) using mushroom soup, flour, wine and maybe a little water. Remove roux and make a layer of pork chops, tomatoes, onions, green peppers and mushrooms. Then another layer of depending on number of guests. Pour roux over contents. Cover and cook for 1 - 1 ½ hours in 350°oven. When done, remove pork chops and vegetables to platter. Thicken roux if necessary with a bit more flour. Serve with mashed potatoes or noodles.

4th Grazing Livestock Nutrition Conference
July 9-10, 2010
Estes Park Conference Center
Estes Park, CO
http://www.asas.org/grazingconf
Organized by W102 (Formerly WERA-110)
“Improving Ruminant Use of Forages in Sustainable Production Systems for the Western United States”.

June Rangeland Photo Quiz
Question: The sight of Bison placidly grazing along rangeland roadways is always a traffic stopper, and the picture taker here didn’t let this opportunity get away (OK – it was a SRM mini-tour photo-op!). According to “the literature,” the management of a herd of commercial bison (destined for the dinner plate) comes with many enhanced challenges, especially on today’s fragmented landscapes. What might be different (usual) about a key management practice that is shown in this picture?

Send your replies to vtrujillo@rangelands.org, subject line JUNE PHOTO QUIZ.
May Rangeland Photo Quiz - Answer

Question: Bob Ball of Dolores, CO sent in this photo of a fence hanging high and dry along "Disappointment Creek." Which came first, the river or the fence, and what three rangeland principles are illustrated in this photo?

Answer: Disappointingly few SRMers ventured an answer to our “hanging fence line contrast” pictured on Colorado’s Disappointment Creek. Some admired the tenacity of “those old time fence builder” who, without the aid of a modern GPS, could stay true to their section lines. Others adjusted the adage, “You can lead a horse to water but not when it’s over a cliff.” One noted that a trailboss should pay attention to where they tie up their trusting steed, especially if that afternoon transect is going to take a (very) long time.

As far as the “principles of range management” herein illustrated, we managed to corner a learned sage of the range, who anonymously offers the following: “Well, the river came first. I’m guessing it has been running through the area for a long time. If the fence came first, the builders were looking for an easier way to put in fence posts. It is kind of a trick question. My guess is that the fence was in the current location first, but the river was in the area first.”

“Principles? Rivers are dynamic, water erodes dirt (er, soil), and if there is not enough vegetation to hold a stream bank together you’ll likely see down cutting at least to the depth of parent material with resulting changes in water tables and vegetation.”

Thanks again to Bob Ball of Dolores, CO for the picture submission. Do you have a quizzical range photo that might puzzle the pros? Please send with captions c/o vtrujillo@rangelands.org.

Last Chance for Hope

Near-final segments of the "Hope On the Range - A Frontier Legacy finds its Place in the New West" production are now available for viewing on our producer’s website: http://tonygarrett.com/hope2.html This effort - as you will see - is being marketed as a SRM production, in partnership with the BLM.

There are ten segments, each with a running time of 2-4 minutes. Titles for these segments reflect the intended emphasis for that piece. When uploading please allow a few minutes for the buffering process. Please note that these are “living” segments and minor editing is currently on-going.

Note that these files are very compressed to enable website viewing and do not represent the final visual quality of the production on a bigscreen. The total feature length is just under 29 minutes at this time, and will be further reduced to 28 minutes to meet PBS specifications.

This production has embraced the thoughts of a diversity of SRM members since its inception in 2008. It is designed to portray a balanced representation of the benefits of livestock grazing on western rangelands for the average American public viewer.

We intend to complete all final edits during the month of June and initiate our preliminary marketing and distribution plan. Our primary intended vehicle for distribution is PBS affiliate stations.

As an SRM member this is perhaps your last opportunity to review this production prior to completion. If you see any fatal flaws or would like to provide input of any kind, please feel free to contact Linda Coates-Markle, BLM Liaison to SRM (303-986-3309 and/or lcmarkle@rangelands.org) at your earliest convenience. Thank you!

SRM Action Update Call

When: June 10, 2010
Time: 11:00AM MST
Dial: 1-517-417-5000
When Prompted Enter: 012010 followed by the # sign
Special Note: The SRM Action Update Call will be held the 2nd Thursday of every month at the same time with the same number and prompt.

Building Your Career One Interview at a Time

by Don Hunter, Animal Science Monitor—Issue 104
Submitted by Linda Coates-Markle

While it's true that companies are more willing to hire than they were last year at this time, that doesn't mean it's a candidates' market, so to speak. The interview process is still very important, not only in regards to the job for which you're applying, but also to your career overall. When a company interviews you, they're trying to decide whether or not they want to "buy you," mainly by determining if you'll be a good overall fit. That includes an assessment of both your hard (technical skills) and your soft (people) skills.

Below are some mistakes that candidates typically make during the interview process and that can cause damage to their career.

- Taking an unusually long time when making a decision regarding an offer
- Withholding information (for whatever reason) that could potentially change the scope of the interview process
- Accepting the offer, only to change their mind at the last minute
- Changing their mind at the very last minute and not showing up for their first day of work

Branding yourself the right way

With that in mind, what follows are some important guidelines for how job seekers should conduct themselves during the entirety of the search and interview process:
Be honest – Honesty has always been and always will be the best policy when it comes to dealing with companies during a job search (and yes, this includes your resume). Ultimately, the cons always outweigh the pros. Be upfront and forthright about everything.

Communicate – If something arises, make sure that the company’s hiring authority knows about it (if it’s central to the search process, of course). Needless to say, forgetting to tell them you’ve taken another position isn’t acceptable.

Don’t dawdle – Are you making important, life-changing decisions? Yes. Should you take the time necessary to make them? Yes. But also keep in mind that by making an offer of employment, the company has already made an investment of time in you. Respect that investment.

Don’t “burn any bridges” – Whenever you deal with somebody in this industry, always assume that you’re going to see them again – in some capacity - down the road. By employing honesty and effective communication, your bridges should remain intact, ready to help you grow your career in the future.

No matter what happens as the result of the interview process (i.e., whether you’re hired or not), your behavior is extremely important. You’re branding yourself in the minds of those who are thinking of hiring you. Who knows? Even if you’re not hired, another position might open up later, and company officials will remember how impressive you were.

Use the interview process as an opportunity to brand yourself in a positive fashion . . . and to continue building your career one interview at a time.

If you have any questions about this article, send an email to don@bayresourcegroup.com.

SRM NEEDS YOUR E-MAIL!
If you have a new email address, please login and update your online information or contact Caitlin Harris, caitlin@rangelands.org, for assistance.

Work Underway to Change Perception of Government
by Peter Orszag | Last Updated: May 2, 2010 | FEDERALTIMES.COM
Submitted by Linda Coates-Markle

One hundred years ago, Theodore Roosevelt delivered a now famous address about citizenship in a republic. He noted that those who matter most in the life of a free, democratic nation are not the critics and bystanders, but instead that "credit belongs to the man in the arena ... who knows great enthusiasms, the great devotions; who spends himself in a worthy cause."

Every day our nation’s public servants help build a better country for their fellow Americans. I know civil servants are often maligned in the popular press, but without their hard work, initiatives that have transformed our nation — such as Social Security, the GI Bill and Medicare — simply would not have happened. Without civil servants, much of what we take for granted in our daily lives — keeping our communities secure, buying safe food and medicine, and communicating instantly with friends across town or around the world — would be impossible.

Yet, with these achievements, how does one explain the recent Pew Research Center data showing nearly 80 percent of the American people do not trust the federal government to do what’s right?

Some reasons are clear. Extreme partisan polarization has done more than split the parties; it alienates people. The "ways of Washington" are sometimes so hardened that there is little room for cooperation. Restoring the faith of the American people in their government is a major responsibility that all of us in public life must share.

That is why the Obama administration has taken important steps to change the way Washington does business.

On his first day in office, the president took immediate steps to sever the link between lobbyists and policymakers — for example, by prohibiting executive branch employees from accepting gifts from lobbyists.

Believing that sunlight is the best disinfectant, the president also expanded access to presidential records, decided voluntarily to disclose names of visitors to the White House, and launched a comprehensive Open Government Initiative that is breaking down barriers between the American people and their government.

The administration is also cracking down on waste, fraud and abuse of taxpayer dollars by rigorously evaluating government programs — streamlining those that work and ending those that do not. The administration, for instance, is going after the $100 billion a year in improper government payments and ending unjustified sole-source and cost-reimbursement contracts, as well as taking other steps that will save us $40 billion a year by 2011.

Public Service Recognition Week is an appropriate time to remember that to deliver the American people an efficient, effective and world-class government, we need men and women working for them who are ready, prepared and supported to do the job.

That starts with hiring the best people available, which will entail streamlining and simplifying the hiring process, making it more transparent and candidate-friendly and less bureaucratic. Right now, the federal hiring process takes more than 150 days on average and requires far too many steps involving many different people. Too often, we lose top talent to private-sector employers who move more quickly than federal agencies.

Overall, we need to make working for the American people "cool" again. Young men and women need to be able to understand the difference they can make in the communities.

They need to see a government willing and able to attract and nurture top talent. And they need to recognize that there is no more noble
Peter Orszag is director of the Office of Management and Budget.
can be accessed at the BLM's Website (www.blm.gov); the specific Web address is http://www.blm.gov/wo/st/en/prog/wild_horse_and_burro/national/initiative.html.

On Tuesday, June 15, the public may address the Advisory Board at an appropriate point in the agenda, which is expected to be about 3 p.m., local time. Individuals who want to make a statement should register with the BLM by noon on the day of the meeting at the meeting site. Depending on the number of speakers, the Board may limit the length of presentations, set at three minutes for previous meetings. Speakers, who should address the specific wild horse and burro-related topics listed on the agenda, must submit a written statement of their comments, which may be sent electronically to the BLM by accessing the following Web address: http://www.blm.gov/wo/st/en/prog/wild_horse_and_burro/wh_b_contact_us/enhanced_feedback_form.html. Alternatively, comments may be mailed to the National Wild Horse and Burro Program, WO-260, Attention: Ramona DeLorme, 1340 Financial Boulevard, Reno, Nevada, 89502-7147. Written comments pertaining to the Advisory Board meeting should be submitted no later than close of business June 7, 2010.

For additional information about the meeting, please contact Ramona DeLorme, Wild Horse and Burro Administrative Assistant, at 775-861-6583. Individuals who use a telecommunications device for the deaf (TDD) may reach Ms. DeLorme at any time by calling the Federal Information Relay Service at 1-800-877-8339.

The National Wild Horse and Burro Advisory Board provides input and advice to the BLM as it carries out its responsibilities under the 1971 Wild Free-Roaming Horses and Burros Act. This law mandates the protection, management, and control of these free-roaming animals in a manner that ensures healthy herds at levels consistent with the land’s capacity to support them. The BLM manages more than 38,000 wild horses and burros that roam BLM-managed rangelands in 10 Western states; the agency also feeds and cares for more than 35,000 horses and burros that are maintained in short-term corrals and long-term Midwestern pastures.

The Advisory Board meets at least twice a year and the BLM Director may call additional meetings when necessary. Members serve without salary, but are reimbursed for travel and per diem expenses according to government travel regulations. The BLM manages more land – 253 million acres – than any other Federal agency. This land, known as the National System of Public Lands, is primarily located in 12 Western states, including Alaska. The Bureau, with a budget of about $1 billion, also administers 700 million acres of sub-surface mineral estate throughout the nation. The BLM’s multiple-use mission is to sustain the health and productivity of the public lands for the use and enjoyment of present and future generations. The Bureau accomplishes this by managing such activities as outdoor recreation, livestock grazing, mineral development, and energy production, and by conserving natural, historical, cultural, and other resources on public lands.

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Interpreting and Measuring Indicators of Rangeland Health
May 4-7 2010: Phoenix AZ June 22-25 2010: Casper WY

What - Participants in this 3.5 day course will learn how to apply the “Interpreting Indicators of Rangeland Health” qualitative evaluation protocol and learn how to quantify selected indicators.

Why - The protocol is widely applied by individuals and agencies to provide early warning of potential degradation, opportunities for recovery and to help design monitoring programs. The quantitative indicators can also be used as baseline for monitoring.

Who - Individuals with little or no experience with the protocols. Individuals who would like to improve their ability to consistently apply the protocols. Anyone who is interested in learning how to objectively evaluate rangelands.

Schedule - Each day’s activities assume knowledge of the previous day. Consequently, participants are asked to commit to being present throughout the course.

- Tuesday and Wednesday 8-5: Classroom/field instruction and exercises including ecological site ID and quantitative methods
- Thursday 8-5: Field application of the IIRH protocol
- Friday 8-12: Interpretation and application at the landscape scale.

Instructors - Fee Busby (USU) ~ Jeff Herrick (ARS) ~ Mike Pellant (BLM) ~ David Pyke (USGS) ~ Pat Shaver and Jeff Printz (NRCS)

Cost - This course is being held tuition free for the purpose of encouraging the use of this Rangeland Health Assessment tool by BLM and other federal and state agencies. Participants are responsible for their own travel expenses, including transportation to the classroom, meals and lodging. We will carpool to field sites.

Manuals, training videos and additional materials - http://usda-ars.nmsu.edu/Monit_Assess/monitoring_main.php

Registration and Logistics

Locations: Phoenix, AZ—May 4 (8AM) - May 7 (11AM)
Casper, WY—June 22 (8AM) - June 25 (11AM)

Sponsor: BLM National Training Center

Registration: Note: the BLM will soon be upgrading the registration software (at some undetermined date) and once upgraded, the following directions might not apply exactly as written. If you have trouble registering contact Course Coordinator, Don Washco at 602-906-5535 or Mark Harner, at 602-906-5553.

BLM or other DOI employees:
Open DOI at https://doilearn.doi.gov/ Enter user name and password and log on. Select course catalog on blue menu bar. Select catalog. Type 1730-37 in search box and select search
Click the title of the class Interpreting and Measuring Indicators of Rangeland Health
Select Phoenix AZ or Casper WY session. Select Apply.

NON DOI/Private Sector:
Go to the DOI Learn website:  http://doilearn.doi.gov/coursecatalog/index.cfm
Type 1730-37 in search box and select search
Click the title of the class Interpreting and Measuring Indicators of Rangeland Health
Select Phoenix AZ or Casper WY session. Select Apply. Fill in the required fields. For payment information, select Not Required and select GO. Select Submit Order at the bottom of the form.

Class Approval:
There are various class registration statuses used by DOI LEARN. They are:
· Registered: You have been accepted for the class.
· Closed Roster List: The Course Leader or Administrator has not yet determined who will be accepted for the class (this will be your status when you register for the class).
· Waitlist: The class is full and you have been placed on a waitlist. You will be notified if a space opens up on the roster.
· Preference will be given to federal employee participation if classes are full.

Hotels:
Hotel information will be sent to all approved class attendees
Contact: Don Washco; Email—Don_Washco@blm.gov; Phone—602-906-5535

Upcoming Functions & Continuing Education Pre-Approved Courses
Below is a calendar of functions that have been pre-approved for SRM Continuing Education Units (CEUs)

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun 2-3</td>
<td>Burwell, NE</td>
<td>NE Sandhills Grazing Systems &amp; Grassland Bird Diversity Tour</td>
<td>3 ttl (d1 -1 / d2 - 2)</td>
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<tr>
<td></td>
<td><a href="http://www.nebraskagrazinglands.org/LinkClick.aspx?ticket=f7TQVbF0U6k%3D&amp;tabid=36">http://www.nebraskagrazinglands.org/LinkClick.aspx?ticket=f7TQVbF0U6k%3D&amp;tabid=36</a></td>
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<tr>
<td>Jun 3-4</td>
<td>Kanab, UT</td>
<td>UT Section SRM 2009 Summer Field Trip</td>
<td>TBD</td>
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<tr>
<td>Jun 8</td>
<td>Online</td>
<td>2010 Jornada Web Seminar-Assessment &amp; Monitoring Techniques for Evaluating Road Impacts</td>
<td>1</td>
</tr>
<tr>
<td>Jun 11</td>
<td>Eads, CO</td>
<td>CO Section Summer Tour: J &amp; L Farms Partnership</td>
<td>2</td>
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<tr>
<td>Jun 15-18</td>
<td>Abilene, TX</td>
<td>2010 SWCS Annual Meeting-TX C</td>
<td>6</td>
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<tr>
<td>Jun 16-18</td>
<td>Kelowna, BC</td>
<td>PNW Summer Meeting and Tour</td>
<td>6 ttl (d1 am -2 / d1 pm -2 / d2 - 2)</td>
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<tr>
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<td><a href="http://pnw.rangelands.org/">http://pnw.rangelands.org/</a></td>
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<tr>
<td>Jun 21-25</td>
<td>Chadron, NE</td>
<td>2010 NE Range Shortcourse</td>
<td>16 ttl (see eval)</td>
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<td></td>
<td><a href="http://cariregistration.unl.edu/CourseStatus.awp?~~10NRSCCD0621">http://cariregistration.unl.edu/CourseStatus.awp?~~10NRSCCD0621</a></td>
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<tr>
<td>Jun 22-25</td>
<td>Casper, WY</td>
<td>Interpreting &amp; Measuring Indicators of Rangeland Health</td>
<td>16 (no repeats)</td>
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<td></td>
<td><a href="http://doilearn.doi.gov/coursecatalog/index.cfm">http://doilearn.doi.gov/coursecatalog/index.cfm</a></td>
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<tr>
<td>Jun 30 - Jul 2</td>
<td>UNR Gund Ranch, NV</td>
<td>NV Section Summer Meeting &amp; Soils Refresher Course</td>
<td>TBD</td>
</tr>
<tr>
<td>Jul 9-10</td>
<td>Estes Park, CO</td>
<td>4th Grazing Livestock Nutrition Conference</td>
<td>12 (d1-8 / d2-4)</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.asas.org/grazingconf/">http://www.asas.org/grazingconf/</a></td>
<td></td>
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<tr>
<td>Jul 16-17</td>
<td>Nanton, AB</td>
<td>IM Section Summer Tour: Native Grass &amp; their Re-establishment in Disturbed Areas</td>
<td>TBD</td>
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<tr>
<td>Jul 19-22</td>
<td>Kingsville, TX</td>
<td>KRIRM Grazing Management Lectureship</td>
<td>16</td>
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<tr>
<td></td>
<td><a href="http://krirm.tamuk.edu/88.html">http://krirm.tamuk.edu/88.html</a></td>
<td></td>
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</tr>
<tr>
<td>Jul 20</td>
<td>Online</td>
<td>2010 Jornada Web Seminar-Practical Tools for Multi-scale Sample Design &amp; Selection</td>
<td>1</td>
</tr>
<tr>
<td>Aug 5-6</td>
<td>Omarron, NM</td>
<td>NM Section Summer Meeting &amp; Tour: UU Bar Ranch</td>
<td>TBD</td>
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</tbody>
</table>

12
<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Event Description</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 10-11</td>
<td>Kearney, NE</td>
<td>2010 NE Grazing Conference</td>
<td><a href="http://www.grassland.unl.edu/grazeconf.htm">http://www.grassland.unl.edu/grazeconf.htm</a></td>
</tr>
<tr>
<td>Oct 6-8</td>
<td>Tulelake, CA</td>
<td>CalPac/PNW Sections Joint Annual Fall Meeting</td>
<td><a href="http://pnw.rangelands.org/">http://pnw.rangelands.org/</a></td>
</tr>
<tr>
<td>Oct 5-6</td>
<td>Watertown, SD</td>
<td>SD Section Fall Meeting: Joint with SD SWCS</td>
<td><a href="http://www.rangelands.org/links_srm_sections.shtm">http://www.rangelands.org/links_srm_sections.shtm</a></td>
</tr>
<tr>
<td>Oct 6-8</td>
<td>Tulelake, CA</td>
<td>CalPac/PNW Sections Joint Annual Fall Meeting</td>
<td>TBD</td>
</tr>
<tr>
<td>Oct 12-14</td>
<td>Halsey, NE</td>
<td>NE Section Fall Annual Meeting</td>
<td><a href="http://www.ianr.unl.edu/srm/index.html">http://www.ianr.unl.edu/srm/index.html</a></td>
</tr>
<tr>
<td>Oct 13-14</td>
<td>Woodward, OK</td>
<td>OK Section Fall Annual Meeting - Tentative</td>
<td>TBD</td>
</tr>
<tr>
<td>Oct 13-15</td>
<td>Odessa, TX</td>
<td>TX Section Annual Fall Meeting</td>
<td><a href="http://www.rangelands.org/texas/">http://www.rangelands.org/texas/</a></td>
</tr>
<tr>
<td>Oct 21</td>
<td>Okeechobee, FL</td>
<td>FL Section Fall Meeting &amp; Tour</td>
<td>TBD</td>
</tr>
<tr>
<td>Nov 4-5</td>
<td>Logan, UT</td>
<td>UT Section Winter Meeting</td>
<td>TBD</td>
</tr>
<tr>
<td>Nov 9-10</td>
<td>Laramie, WY</td>
<td>WY Section Fall Meeting</td>
<td>TBD</td>
</tr>
<tr>
<td>Feb 6-10, 2011</td>
<td>Billings, MT</td>
<td>64th Annual Meeting of the SRM</td>
<td>16 max</td>
</tr>
</tbody>
</table>

If you know of a function that you want to attend but do not see it here, please send the information to:
SRM, ATTN: Vicky Trujillo, 10030 W 27th Ave, Wheat Ridge, CO 80215-6601; vtrujillo@rangelands.org, Fax 303-986-3892

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**Soil & Water Conservation Society International Annual Conference**

Ecosystem Services: The Significance of Contributions by Invasive Plant Species

Monday, July 19, 2010

Website: [http://www.swcs.org/10ac](http://www.swcs.org/10ac)

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**Colorado Section of the Society for Range Management and Colorado Chapter of the Soil & Water Conservation Society**

Summer Tour of J&L Farms Partnership - Recipient of the SRM Excellence in Rangeland Conservation Award

**When:** Friday, June 11 @ 9:30am - 3:00pm

**Where:** Meet at the ranch headquarters located 13 miles south of Eads
CO Section SRM Board Meeting June 10 @ La Junta NRCS Area Office from 6-9 PM

**CEUs:** SRM CPRM certification - 2 CEUs. Crop Advisor (CCA) certification - 5.0 CEUs.


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**Welcome to Our New Members (May)**

<table>
<thead>
<tr>
<th>Name</th>
<th>City, State</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virginia C. Burroughs</td>
<td>Orcutt, CA</td>
<td>CA</td>
</tr>
<tr>
<td>Ing. Sebastián Cabeza</td>
<td>Río Grande, Tierra del Fuego</td>
<td>UN</td>
</tr>
<tr>
<td>Sarah Cattaneo</td>
<td>Fremont, CA</td>
<td>CA</td>
</tr>
<tr>
<td>Christy Everett</td>
<td>North Pole, AK</td>
<td>NM</td>
</tr>
<tr>
<td>Mr. Ahmed H Mohamed</td>
<td>Las Cruces, NM</td>
<td>NM</td>
</tr>
<tr>
<td>Mr. Javier A Naupari, Ph.D.</td>
<td>Lima, Peru</td>
<td>UN</td>
</tr>
<tr>
<td>Dustin Ratliff</td>
<td>Midland, TX</td>
<td>TX</td>
</tr>
<tr>
<td>John W. Schleich</td>
<td>Fresno, CA</td>
<td>CA</td>
</tr>
<tr>
<td>Bryan Voelker</td>
<td>Berkeley, CA</td>
<td>CA</td>
</tr>
<tr>
<td>George H. Yard</td>
<td>Williams, AZ</td>
<td>AZ</td>
</tr>
</tbody>
</table>
SRM PUBLICATIONS AVAILABLE ON CD-ROM
$7 each or $5 each if you order three or more titles
Facilities for Watering Livestock & Wildlife
Facilities for Handling, Sheltering & Trailing Livestock
Glossary of Terms Used in Range Management
Rangeland Entomology
Rangeland Hydrology
Fences
If you are interested, please email your order request to Mary Murphy at mmurphy@rangelands.org with credit card information, or order by fax to (303) 986-3892.
You may also pay with a check by sending your order to 10030 W. 27th Avenue, Wheat Ridge, CO, 80215.

PAYMENT WITH FOREIGN CURRENCY
Because of the high fees charged to convert foreign currency payments, SRM can only accept payments made in US funds.
If you are a member outside of the US, please make your payments either by:
- Money Order (US funds only) - a check drawn on a US account (US funds only) - or a credit card.
We apologize for any inconvenience this may cause. If you have any questions please call Caitlin Harris, 303-986-3309 or email caitlin@rangelands.org.

Open Spaces: The World's Rangelands
Society for Range Management
10030 West 27th Avenue
Wheat Ridge, CO 80215
Phone: 303-986-3309
Fax: 303-986-3892
E-mail: info@rangelands.org
We're on the Web: www.rangelands.org

Staff email addresses:
- Tim Cansler: evp@rangelands.org
- Linda Coates-Markle: lcmarkle@rangelands.org
- Mary Murphy: mmurphy@rangelands.org
- Vicky Trujillo: vtrujillo@rangelands.org
- Ann Tanaka: atanaka@rangelands.org
- Caitlin Harris: caitlin@rangelands.org
- Aleta Rudeen: arudeen@rangelands.org

Deadline for the July issue is June 15.
Send material to Vicky Trujillo at vtrujillo@rangelands.org.