



**2013 Board of Directors Meeting
January 25, 2013**

Minutes by Erin Mathews

**Arizona Section, SRM
2012/2013 Officers**

**Members in Attendance in
Yellow**

Mike Hemovich
President

Willie Sommers
President-Elect

Iric Burden
Vice President

**Alvin Whitehair, Shai
Schendel**
Directors- North

Dan Robinett, Steve Barker
Directors-South

**Sarah Noelle/Ashley
Shepherd/Erin Mathews**
Executive Secretary

Ernie Gipson
Secretary-Treasurer

Rachael Cernetic
ASU Chapter President

Kelsey Hawkes
U of A Chapter President

Don Luhrsen/Doug Tolleson
Past President

Also in Attendance:

Chris Bernau
Jeff Schalau - Webmaster
Linda Kennedy
Diana Hemovich

1. **Welcome/Call to Order @ 12:41 am @ Prescott Resort.**

2. **New Business**

WEBSITE

- Jeff Schalau – In 2001-2002 I was the President, before that Director North. At the time we didn't have a website. Since I had the skill I created the website. The website was created as a repository for the minutes and the newsletter and other important archival information. It can also be a place to learn about the meetings or advertise positions. It is an older site, but it allows for quicker uploads. The lunchtime speaker had some things to say about it. When Al was President he talked a lot about the website. I am happy to keep managing the website. I need information on what you want me to post. I am not just posting a document that is made, but rather is typing code, but I get them posted pretty quickly. The newsletter is pretty smooth, as are the minutes to get them up. The signup for the meeting is a significant barrier for nonmembers. Doug thinks that maybe we could talk to the parent society and work the kinks out to make it easier for nonmembers to come.

- Mike Hemovich – I don't know how many people signed up online, but National Headquarters runs that. There was previous discussion about the issue of having to being a member to sign up electronically. They did not offer to change that.

- Willie Sommers – You have to log on with your member ID to pay.

- Erin Mathews – You didn't have to be a member to register online. I actually walked through the process with someone from the NRCS state office who was able to pay for everyone online even though she was not a member.

- Jeff Schalau – It could be a generational thing as well that people are saying they can't register on the site. The younger folks can be doing this where as older generations could be having problems. I wanted to let the board know that our website was created for different reasons than the National website. Our National websites can be a site that you go to, to get information on the parent society. But as the board, you ultimately decide what

you would like. I can provide what is currently is there. We are going to post the PowerPoints from this meeting (as pdfs) to the site. It takes several hours to do this, but I can do this. I am pleased to manage the website for the society. I just need very detailed directions on what you want up there. I can make changes as needed. Lots of websites have a lot of functionality, which ours does not. If the group wants that, there are people that have those skills; but I am not one of them. If we need to change things I am open to those. I just can tell you how much of my time it is going to take to make those changes.

- Linda Kennedy – I like websites that download quickly. We are bandwidth challenged where we live, so the really nice websites are almost unusable for me on the ranch. I would strongly suggest keeping that in mind.
- Mike Hemovich – The only time that we had an issue was last year when we were told by National that you had to be a member to pay online. If that has gone away, I think we are in good shape as the registration was the only roadblock that we had. If that has gone away, then we are in good shape. I would like to keep the family nature of our site.

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- Jeff Schalau – The UofA has gone to the new system and even with my fast connection it is slow to bring up. I am perfectly happy keeping going on as is.
- Mike Hemovich – How much room do you have on the site?
- Jeff Schalau – It is on the UofA server; so the only cost is the domain name. We have to keep that registered \$60 for 5 years or something like that.
- Willie Sommers – You are loading the presentations as pdfs?
- Jeff Schalau – There is an advantage in doing it that way with file size and download time, but these folks also might not want people to download and use their PowerPoints. As a pdf it would take more work for people to use them.
- Linda Kennedy – That way there would be less chance to alter the slides and such.
- Jeff Schalau – I will do that in the coming weeks depending on how I am instructed. I usually tell Erin that it is up there and to contact the list of board members that it is. Since there are two secretaries – it would be good to have a lead, so people will get the emails. I will be updating the new board information.
- Mike Hemovich – New board information?
- Don Luhrsen – It is the upcoming presidents responsibility to notify Vicki Trujillo of the new board contact information.
As my time as president we were trying to follow Al's advice with the website, but we agreed on what we had at the time.

SUMMER MEETING

- Mike Hemovich – Next topics is the summer meeting as the winter meeting is over. Willie has already started; that is how long it takes to nail things down. Summer meeting is always the fun meeting.
- Willie Sommers – I have one primary idea for the summer meeting; more of a ranch tour meeting. I am interested in going to the Babbitt ranches (Iric has done work there). Bill Cadorsco is someone I will have to contact if the BOD decides that it is a good way to go. That is my main idea, out of Williams or Flagstaff, and go North from there. That ranch has a tremendous history (founded in 1904), that history will be part of the program, and the changes that have occurred there. We would also look at some of their business models, how they look at the conservation easements and practices that are on the ground. I thought the Grand Canyon ranches might be good as well. It just might be hard logistically with people with RVs and such (primitive camping). Those are two ideas that I have.
Byron Lambeth (NRCS) approached me and we talked about the NRCS involvement in the section. He talked about the opportunity to match the annual meetings with training needs with their range staff – that can maybe be something on done with the Babbitt ranch – to match up with the training needs for all the agencies. Are there any other ideas? Or I will move forward with that idea.
- Mike Hemovich – I don't know how the monsoon season is in the north, but those big ranches probably have more facilities.
- Willie Sommers – I would rely on other members who know the ranch better to figure out logistics.
- Iric Burden – I think Bill would love to do it.
- Dan Robinett – It could possibly be a good way to tie into AZ Game and Fish (Steve Cassidy). I like the idea.
- Willie Sommers – They have done some brush management as well up there, so I can also tie into that.

BYLAWS FOR NEW BOD MEMBERS

- Mike Hemovich will be getting the new officers copies of the bylaws.

COMMITTEES

- Mike Hemovich – Should we reenergize the committees?
- Erin Mathews – I think it is important to get the GM connected to have active committees. I really like how our Winter Meeting in Mesa had time set aside to have committee meetings.

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- Mike Hemovich – Time was the issue for this meeting. That idea passed by this meeting, but to do so, maybe people would need to spend an extra night. But as no one wanted to make a presentation on Friday afternoon, we wouldn't be able to do the committee meetings post meeting either with much success. Or else they would have been wed morning, but that would have to be an extra night as well. I think they need to be active, and we need to get more people on the committees. They will have to meet on their own, and do reports at the meetings.
- Erin Mathews – that is hard as people are all over the state, so they couldn't ever meet except at the meetings. I think that we need to have the organized time set aside at one of our annual meetings.
- Don Luhrsen – Instead of having the committees give an annual report, you could expect them to be the presenters.
- Willie Sommers – Incorporating the committee meetings into every winter meeting, as part of the agenda every year is a possibility. We could reduce the program if we really want it to be an integral part. This has been an ongoing situation where there is no direction. One possibility is to incorporate in the meeting agenda to make it standard year after year. Possibly have the meetings as just a session.
- Erin Mathews – I think that is what we need to do. The committees can connect via emails throughout the year, but there should also be that time at the meetings to meet.
- Mike Hemovich – A good way to have involvement of the membership. I often heard that “*I am not sure what is going on all the time*” from the membership. Something else that I noticed from the membership meeting is that for the two meetings I have gone out of SRM for the speakers, but here we keep having the speakers saying that there was expertise in the audience. Having the committees present would be using our own members to fill in and use that expertise.
- Don Luhrsen – At National there are lots of outside meetings, and then that committee can present on something.
- Steve Barker – Having seen this in the past, there are two things lacking #1 The BOD never directed the committees on what they needed to do for the society. The BOD needs to tell the committee what they need to accomplish for the year. #2 The business of the AZ Section should not to be plan the next meeting, but getting students involved to advance range management. What do we need those committees to do, to make that happen?
- Don Luhrsen – That was something that was lacking; in Mesa we used the student chapter folks to facilitate – something we did to get them linked in.
- Mike Hemovich – I will get with Doug. He has volunteered to be that link between the BOD and the committees. As a board, we need to take a look at what the committees should be doing and then tell Doug.
- Steve Barker – One of the important things to do is to get New Range professionals up and front to present. We need to recruit people from that group to present on what they are doing.
- Willie Sommers – That was brought up in the GM as something that was done with Quivera meeting. I have thought at the winter meeting, we will have the meeting be different sessions, and one of the sessions I would like to have is to have young professionals and have them talk about their career and their successes.
- Steve Barker – There should be time for the older generation to get up and share what they have learned on, on what works or doesn't work on our AZ rangelands. That is why I come to these, to see what folks are doing out there. Outside groups give us fresh ideas. That blend of young professionals and older generation to give their input and such, are good discussions.
- Willie Sommers – I see a need for a session on the Tribal rangelands. Different tribes can come and talk about their resources. A session on housekeeping where we focus on our committees, and plot out goals and objectives. We need to get dialogue with the membership. We need more feedback from the membership, from the people that haven't come to the meetings and such.
- Steve Barker – Committees should meet at least once a year at the meetings. We need to give them direction, and give them tasks.
- Iric Burden – You can tie all this into issues with funding, membership and such. We had a person come in for lunch and they are from AZ. Why not have young range folk talk, try to break barriers between different groups.

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STUDENT PARTICIPATION AT MEETINGS

- Mike Hemovich – I came to the meeting with the question about the students in my mind, and now it has evolved into having the students present. When the students come to the summer meeting they do all the meals. They hardly get take part of the meeting. What was the solution from the GM?
- Willie Sommers – You cook; I clean. Students cook, and another group does the cleaning.
- Erin Mathews – I think the solution was just creative scheduling. We need to schedule in time for them to do the meals, and so they won't miss out on anything.
- Steve Barker – They could do that every so often, but they don't have to do every meal – they don't have to do it every meeting.
- Willie Sommers – The scheduling was the solution presented to allow cleanup time in the meeting agenda.
- Mike Hemovich – I prefer the scheduling option; I hate to see anyone miss the sessions.
- Sarah Noelle & Ashley Shepherd like the scheduling
- Don Luhrsen – The group can buy premade food as well, but that is not always possible.
- Mike Hemovich – We want the students there. We need to work on the dates with Mitch.
- Ashley Shepherd – The winter meeting was always the first or second week of school, but I was already missing a week to go to the National Meeting which I would rather do. Maybe you can do the meeting the week before school starts in spring semester, so you don't feel bad about missing classes.
- Mike Hemovich – There is definitely a narrow window – before the National meeting and after Christmas vacations.
- Don Luhrsen – Is it traditional to have it before National, or can we have it after?
- Mike Hemovich – That happened to me as there wasn't a lot of time between becoming the VP and asking if I was going to the national meeting.
- Don Luhrsen – In National – if they are chairman of the council, they need to go, but as the president I could be a part of that.
- Dan Robinett – Instead focusing on students for both meetings, focus on one meetings as a lot of them are going to go to National and the same time period we are doing this. So why not focus on the Summer Meeting?
- Willie Sommers – I think it is more appropriate and such to get out in the field to see new country, to talk about projects going on. It is more experience.
- Dan Robinett – You can incorporate training in the summer meetings as well.
- Mike Hemovich – We can have them involved as presenters in the summer meetings.
- Linda Kennedy – Ask the master students to give the presentations which would give them some opportunity to have that experience, something to put on their resume (even a 15 minute presentation). Or Seniors doing projects etc.
- Mike Hemovich – The setting is contusive to that.
- Iric Burden – Outside of students we need to invite the young ranchers to the fold. Diablo Trust did a whole meeting on the young ranchers.
- Mike Hemovich – I am always looking at the ranchers, and plan on doing that with an SRM booth at the Cattle Growers convention to attract more ranchers. Young Ranchers Initiative exists. At the summer meeting it would be good to invite those young ranchers to be involved.
- Iric Burden – Bring in young wildlife, young ranchers, young professionals to create a good mix.
- Dan Robinett- The young people bring with them the new technology/science.

SURVEY AFTER OUR MEETINGS?

- Erin Mathews – I was approached by someone who had never attended an SRM meeting before, and he asked if there was a survey form available to give feedback. I think this is a very good idea, and something that we should consider doing after the meetings.
- Jeff Schalau – You can do that on survey monkey. I don't think the meetings have been evaluated ever before.
- Erin Mathews – I think paper surveys are the way to go – right after the meeting or else they will forget about giving their input.

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- Jeff Schalau – The younger audience prefer the electronic version.
- Linda Kennedy – survey monkey has topics to respond to. You would want the paper surveys to be the same as survey monkey.
- Jeff Schalau – My recommendation would be a paper survey. Then you get the data you want. Did you learn something new, and then leave a spot for how to improve and such.
- Chris Bernau – The comments are the most important part.
- Jeff Schalau – If we are modifying peoples practices, if you had something on the survey to capture that and other impacts from the meeting that would be good.
- Linda Kennedy – If the chapter is looking at sponsorships, it is powerful to hear from the attendees from last year. That could open checkbooks more than just saying how good the group is.
- Mike Hemovich – There is never problems with sponsorship at the Cattle Growers. When I was at National Meeting there was a limited variety of sponsors. Doug was successful getting two on the line, but as Linda said, we need to be able to talk about the benefit. This is also something I am always saying to the membership that if you know someone that can sponsor, that we need to come forward with that information.
- Iric Burden – On my IPAD you can go with the free game; with those you have an ad to go past. I have seen McDonalds advertising farmers/ranchers on this, so maybe there is a local chain that could do this. They are spending a lot of money on this. The food industry is one possibility.
- Willie Sommers – With the sponsorships we need to think of our audience. Need to look at who makes up our membership and such.
- Jeff Schalau – The NRCDs could be interested in supporting if you had those surveys showing what people are getting from the meetings.
- Mike Hemovich – You would think that they would be interested.
- Steve Barker – There is a Grazing land Initiative at the national level with the national NRCDs. The same coalition was formed in AZ between the districts, the Cattle Growers and SRM. The monitoring handbook that has come out and such is from that coalition. I don't know if the section knows about it. That group has the same group of customers.
- Mike Hemovich – I found about them in Spokane. I asked when I got back who was in charge of the GLCI in AZ.
- Steve Barker – It is a good coalition to keep going – [I will volunteer to be the AZ SRM representative to keep that going.](#)
- Mike Hemovich – Dan Bell is involved as well.
- Steve Barker – A lot of Range 101 was funded by NRCS to the coalition. The Cattle Growers were the bankers of the money, and the Extension Service did the talks. This wasn't necessarily advertised at the trainings that these groups were involved.
- Don Luhrsen - The GLCI had a session at National.
- Mike Hemovich – This would be good.
- Iric Burden – How do get those going?
- Steve Barker – I can represent this as well.

- [Mike Hemovich – I will get the bylaws out.](#) The students need to be freed to come to the meetings and present, and the committees. [I will work with Doug to revitalize the committees. Also to direct them on what to do through the year; expect reports and such.](#)
- [Don Luhrsen – I will commit to getting those bound and print them.](#)
- Jeff Schalau – I can send them out in an email out to the board.
- Don Luhrsen – Hard copy is more what people will read.
- Jeff Schalau – The board should know what they have gotten into.

3. Schedule next BOD meeting, adjourn

[Wed, April 17th 10am will be the next meeting.](#) It will most likely be a telephone conference.

[Erin Mathews: I need to get information from new board members for a new contact list.](#)

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Kudos from the Board to Mike Hemovich on the Winter Meeting.

Dan Robinett Motion to Adjourn
Willie Sommers Second Motion
All Adjourned

Adjourned @ 1:47pm.