

30  
SER

SOCIETY FOR  
ECOLOGICAL  
RESTORATION

1988-2018

# ANNUAL REPORT 2018



*Photo credit: SER Southwest regional conference*



Photo credit: SER Northwest regional conference

# DIRECTOR'S LETTER

From start to finish, 2018 was a year of development, celebration, and accomplishments as SER volunteers, board members, and staff worked together to achieve our mission. Our key successes in 2018 include: sustained membership growth; enhanced professional development and continuing education programs, including more than 100 new certified practitioners and the first call for proposals that formally recognized SER certifications; increased networking through amazing regional and continental conferences and extensive planning for SER2019 – our 8th World Conference on Ecological Restoration, upcoming in Cape Town); expanded content and data in the Restoration Resource Center;

and increased international attention to the importance of ecological restoration as a tool for addressing environmental, climate, and social well-being challenges.

In addition, 2018 was a very special year as we celebrated our 30th anniversary as an organization and our 25th anniversary of publishing the journal *Restoration Ecology*. Our achievements and successes happen because of the incredible dedication of the SER community – collectively we are growing this field and improving ecological conditions across the world – thanks so much for being a part of SER!

**Bethanie Walder**

*Executive Director*

Celebrating SER's 30th Anniversary: 1988-2018

*“Probably the most significant change is that the field of restoration has now become part of almost every major governmental and conservation organization. In 1988 there was essentially no mission statement that had restoration as one of its goals or even mentioned the term. The establishment of SER was the spark that caused the change.”*

— John Rieger,  
SER's 1st Board President

Our mission is to advance the science, practice and policy of ecological restoration to sustain biodiversity, improve resilience in a changing climate, and re-establish and ecologically healthy relationship between nature and culture.



*Photo credits (clockwise): Screenshot from the June 2018 webinar presented by Kaisa Junninen of Metsähallitus Parks & Wildlife Finland; Brooke Mercaldi, SER Northeast regional conference; SER Western Canada Fall Forum*

## WHAT WE DO

SER actively promotes participatory, knowledge-based approaches to restoration.

The Society serves its members, partners, and the field at large by:

- Facilitating Communication and Networking
- Advancing Policy
- Sharing Information and Knowledge
- Offering Professional Certification

# CONNECTING AND INFORMING THE GLOBAL RESTORATION COMMUNITY



Photo credit (left to right): SER Rocky Mountains networking event; SER Southwest members

*“SER does a great job providing ways to keep up with what's going on in restoration, both with the newsletter format and the journals.” – 2018 Community Survey*

## OUTREACH

- At the beginning of 2018 SER launched *Events & Opportunities*, a monthly newsletter with information about upcoming restoration conferences, webinars, volunteer opportunities, new research, resources and project information across SER's platforms, job listings, and member spotlights.
- Over 1,000 people attended the [2018 webinar series](#), a 25% increase over attendance in 2017. Our webinars connect restoration practitioners, researchers, and academics with expert speakers. 2019 will see another series of webinars, and SER will also be co-sponsoring the US NOAA restoration webinar series.
- Throughout 2018, SER leveraged social media platforms to share information with businesses, individuals, and organizations across a wide range of interests. Our Facebook page, updated daily with the latest restoration news, reached 10,000 follower mark (and growing); and followers of our Twitter and LinkedIn accounts continued to grow. We also launched an Instagram account to visually showcase on-the-ground restoration projects from around the globe. Each of these platforms promote a unique style of restoration discussion, from the potential of the restoration economy to the beauty of a prescribed burn.

## RESOURCES

- SER increased its webinar offerings in 2018 and hosted 12 webinars, supported SER Northwest’s growing webinar series, and offered open-access user tutorials for certification applicants and Restoration Resource Center users. The webinars covered a wide spectrum of topics, from technical presentations to theoretical discussions. SER also partnered with Society of Wetland Scientists and the Association of Tropical Biology and Conservation to present two co-sponsored webinars. At the end of the year SER held a unique “lessons learned” webinar, highlighting stories of project failures and the key lessons learned by SER members working in the field. Live webinars are freely available to any registrant, and the recordings are accessible only to members in the growing [SER Webinar Library](#).
- We launched the [Restoration Directory](#), featuring restoration businesses, organizations, and academic institutions around the world working on restoration in order to give them visibility and promote the diverse career paths into this field.

## NETWORKING

- SER chapters and sections created year-long opportunities for regional face-to-face networking across the globe. In addition to continental conferences held in Australia, Europe, and North America, local chapters in the U.S. and Canada held regional conferences, field trips, and workshops. The International Network for Seed-Based Restoration Section participated in each of the continental conferences and the Large-Scale Ecosystem Restoration Section also co-hosted its own conference in Louisiana, U.S.

*“The networking at the conferences is the most valuable benefit of membership.”*  
– 2018 Community Survey



Photo credit (left to right): Screenshot from the August 2018 webinar presented by SER Great Basin; SER Australasia continental conference

# DEFINING AND SHAPING INTERNATIONAL POLICY

SER continued to to elevate ecological restoration in the international policy arena by engaging with a variety of institutions including, the United Nations, InterAmerican Development Bank, US Agency for International Development (US AID), and the International Union for the Conservation of Nature. In addition, through our work with the Global Partnership on Forest Landscape Restoration, we continued to promote high quality, ecologically sound implementation of the Bonn Challenge and other such initiatives. Global restoration initiatives provide transformative opportunities to improve biodiversity conservation, secure sustainable livelihoods, ensure the delivery of ecosystem services, and mitigate and adapt to climate change. Members of SER's Science and Policy Committee, Board, and staff, including SER Global Restoration Ambassadors, represented SER at many important meetings around the globe (see next page for details). In addition, SER chapters in Australasia and Europe engaged in high level national and international policy within their geographic regions.

*“SER has been a leader in promoting the practical application of restoration science around the world not only as means of recovering what we have lost but as a sustainable vision for ensuring human health and livelihoods.”*

*- Sasha Alexander (Policy Officer) and Barron Joseph Orr (Lead Scientist), United Nations Convention to Combat Desertification*

## *SER focused international engagement on two key priorities in 2018*

### **PROMOTING AND IMPROVING SER'S INTERNATIONAL STANDARDS FOR THE PRACTICE OF ECOLOGICAL RESTORATION**

- SER moved forward with preparation of the second version of the Standards, to be published in 2019. To build better representation and elevate content, the author pool was increased to 13, including representatives based in Asia, Australia, Latin America, and North America. Global consultation was carried out and incorporated, and a grant from *Temper of the Times* was secured to improve graphic content.
- Tools from the Standards, including the ecological Recovery Wheel, were promoted around the world, and are being used by government agencies including the National Institute of Fish and Aquaculture (INAPESCA) in Mexico.
- Representatives gave presentations about and received feedback on the Standards at the United Nations Convention to Combat Desertification in Bonn, Germany, at the United States Agency for International Development (US AID) and the InterAmerican Development Bank (IDB) in Washington, DC, and at other international, national and regional venues, including three SER Chapter meetings (Australasia, Europe, Northwestern/North American).

### **COLLABORATING WITH THE UNITED NATIONS CONVENTION ON BIOLOGICAL DIVERSITY (CBD)**

- SER continued expanding our long-term relationship with the CBD to elevate the role of ecological restoration in meeting UN targets. Major work in 2018 focused on developing a companion document to the CBD's Short-term Action Plan on Ecosystem Restoration (STAPER). The STAPER Companion provides expanded resources, case studies, and biodiversity considerations for work related to restoration activities outlined in the STAPER. The new tool links between the CBD's Forest Ecosystem Restoration Initiative (FERI) website and SER's Restoration Resource Center (RRC) – pulling from a wide variety of case studies and resources to help illustrate how the STAPER can be implemented. A draft of the Companion was featured at the CBD Conference of the Parties in Sharm El Sheikh, Egypt. Final versions are due out in 2019.
- The SER Standards were approved as an official Information Document in advance of the CBD Subsidiary Body on Implementation Meeting (SBI2) in July 2018. SER also participated in a workshop on the role of the Intergovernmental Panel on Biodiversity and Ecosystem Services (IPBES) in the work of the CBD, in advance of SBI2.

# RESTORATION ECOLOGY JOURNAL

*“SER is a source of trusted, unbiased information on ecological restoration.” 2018 Community Survey*



*Restoration Ecology*, SER's flagship peer-reviewed journal, continues to serve as the leading-edge publication for rigorous restoration research.

## 2018 ACCOMPLISHMENTS

- 530 new citations in 2018
- The Impact Factor rose to 2.544
- Immediacy index further rose to 0.79
- CiteScore (Scopus metrics) was 2.61, which places the journal among the top quarter of journals in "Nature and Landscape Conservation journals", "Ecology, Evolution, Behavior and Systematics", and "Ecology" categories.
- *Restoration Ecology* also entered the top 20 journals in Biodiversity and Conservation Biology (source: Google Scholar).

This year we celebrated the 25th anniversary of *Restoration Ecology*. In his inaugural message to readers in the journal's first issue, then-SER President John Rieger wrote: *"I am confident that Restoration Ecology will take a leading role in encouraging the practice and technological development of ecological restoration."* And how right he was: twenty-five years later, restoration ecology has transformed from a niche interest to a globally recognized field of study.

In honor of the 25th anniversary, SER and Wiley released a special collection featuring the top 25 cited articles in the journal's history. The most cited paper was Hobbs and Norton's 1996 paper, *Toward a Conceptual Framework of Restoration Ecology*. Other top articles included measuring restoration success, adapting to climate change, and technical papers. As Editor-in-Chief Stephen Murphy wrote, *"This is quite an eclectic mix – and reflects the global scope of restoration ecology."*

# PROMOTING PRACTITIONER STANDARDS



*“I like the tangible evidence third party certification provides that indicate my qualifications in this particular profession.”  
-Ondrea Hummel, CERP*

- The Certified Ecological Restoration Practitioner (CERP) program continued to gain momentum in 2018 – reaching nearly 300 certified practitioners and applications from 14 countries.
- In 2018, we also saw the first Requests for Proposals and Requests for Qualifications that included requirements for bidders to have a CERP on the proposal team. These requirements allow funders to streamline their process by easily identifying practitioners who have met the high standard of knowledge and experience. CERPs/CERPITs can also be found in the CERP directory at [www.ser.org/cerpdirectory](http://www.ser.org/cerpdirectory).
- The CERP program launched its academic institution partnering options including a program review alignment and a program review alignment with grants for emerging professionals. These program reviews allow academic institutions to see how their degree program requirements align with the knowledge requirements for the CERPIT designation. This helps institutions make sure that their core curriculum is giving their students the tools necessary to excel in the field of ecological restoration. The alignment reviews help students feel confident that they could meet the CERPIT requirements upon graduation, giving them a jump start on their early career path. University of Victoria and Niagara College were the first academic institutions to partner with the certification program.

# CERP Program By the Numbers

2017-2018

303

Applications for  
CERP and CERPIT

229

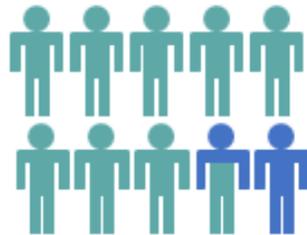
Approved  
CERPs

54

Approved  
CERPITs



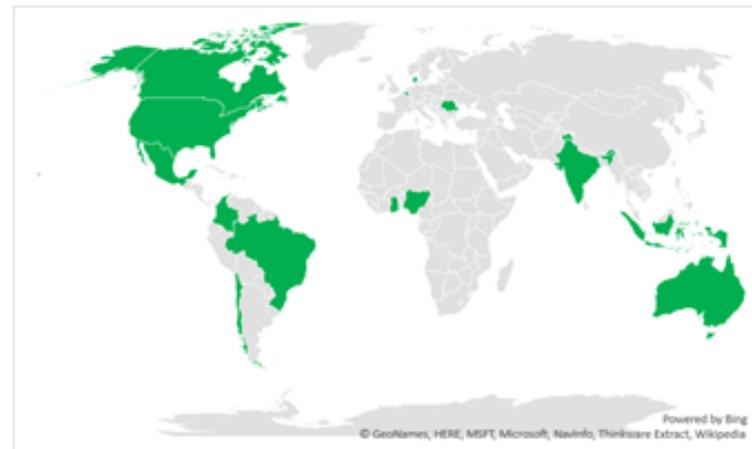
86%



Percentage of applicants who  
are members of the Society  
for Ecological Restoration

14

Countries  
represented by CERP  
and CERPIT  
applicants



900+

Hours spent by reviewers

3+



Agencies/Organizations  
requiring CERPs in  
RFPs/RFQs

# WHO WE ARE



*Photo credit: SER Rocky Mountains regional field trip*

By the end of 2018, SER's global community grew to nearly 3,000 restoration professionals, including researchers, practitioners, decision-makers, and community leaders from over 70 countries. The Society now recognizes 13 regional chapters across North America, Europe and Australasia; two global thematic sections on large-scale ecosystem and seed-based restoration; and 18 student associations on college campuses in Canada, Costa Rica, and the United States.

## *Individual members*

Professional: 56%  
Emerging Professionals: 14%  
Retired: 2%  
Lifetime: 1%

## *Institutional members*

Businesses and Organizations (121): 15%  
Student Association Members (18): 12%

*“SER is a great organization that supports our professionals who are passionate about seeking opportunities to restore ecological conditions for the improvement of our environment and human condition.”*

– Paul Davis, GZA

### *SER Business Members*

In the 4th quarter of 2018, the SER Board, in partnership Chapters, revamped its membership program, including the creation of a new Business Membership program. Business memberships are tiered toward industry and business community partners, whereas organizational memberships are geared towards small businesses, academic departments, small non-profit organizations, and government agencies.

Business membership will expand and diversify our membership and provide much needed support to SER and chapter programs as they work to implement our mission. The following firms participated in the inaugural year:



# Board and Staff

## **Executive Committee**

- Jim Hallett, Chair, Eastern Washington University, Washington, USA
- Alan Unwin, Vice Chair, Niagara College, Canada
- Nancy Shaw, Treasurer, USDA FS Rocky Mountain Research Station, USA
- Carol Maxwell, Secretary, AECOM Sacramento, USA
- Kingsley Dixon, At-large ExCom and Pacific Regional, Curtin University and Kings Park and Botanic Garden, Australia

## **Directors At-large**

- James Aronson, Missouri Botanic Garden, USA
- Kris DeClerck, Research Institute for Nature and Forest, Belgium
- Cristina Eisenberg, Earthwatch Institute, USA
- Magda Garbowski, Student Director, Colorado State University, USA
- Vicky Temperton, Leuphana University of Lüneburg, Germany

## **Regional Directors**

- Thomas Kaye, North America, Institute for Applied Ecology, Corvallis, Oregon, USA
- Randy Mandel, North America, Ramboll, Colorado, USA
- Luiz Moraes, Latin America/Caribbean, Embrapa, Brazil
- Dave Polster, North America, Polster Environmental Services Ltd., Canada
- Anne Tolvanen, Europe, Natural Resources Institute Finland (Luke), University of Oulu, Finland
- Ramesh Venkataraman, Asia, Junglescapes Charitable Trust, Bangalore, India
- Andrew Whitley, Africa, Wildlands Conservation Trust, Pietermaritzburg, South Africa

## **Staff**

Bethanie Walder, Executive Director

Laura Capponi, Membership Director

Jen Lyndall, Certification Coordinator

Rebecca Shoer, Communications & Operations Associate

Levi Wickwire, Program Manager

Lindsey Hendrick, Intern

## **Editors and Organizational Consultants**

Valter Amaral, *Restoration Ecology*

Lisa Force, Sponsorship

George Gann, International policy

Megan Keville, SERNews

MHR Accounting, Finance

Stephen Murphy, *Restoration Ecology*

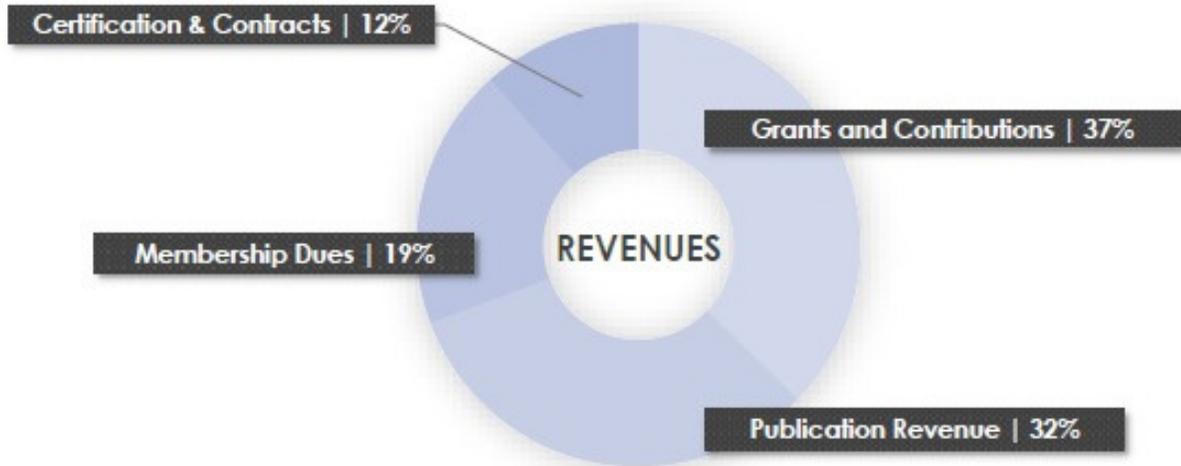
Simone Quatrini, Ecosystem services and restoration

*"Restorationists like to dream. We envision a future where natural systems can recover from the degradation and damage of past and current human activities. Thirty years ago, John Rieger, Bill Jordan, Anne Sands, and John Stanley got together to dream – not just about their work to restore degraded ecosystems, but also about the creation of an organization, the Society for Ecological Restoration, to enable restorationists to share, learn from, and explore the science and practice of restoration together.*

*We can look to the future and envision a healthier and more liveable planet thanks to local and international community engagement in both small and large restoration projects. SER's founders' dreams became reality; hopefully ours will, too."*

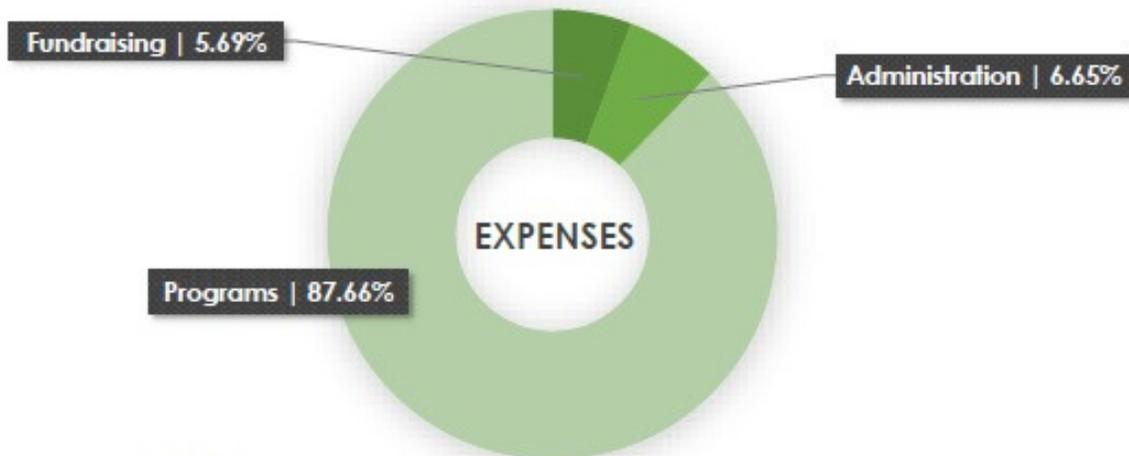
*-Bethanie Walder, SER's executive director on the Society's 30th anniversary*

# FINANCIAL REPORT



## REVENUES

Grants & Contributions	\$261,454
Publication Revenue	224,962
Membership Dues	134,242
Certification & Contracts	81,289
Investment Income/Loss	(12,014)
<b>Total Revenues</b>	<b>\$689,933</b>



## EXPENSES

Programs	\$861,481
Fundraising	55,876
Administration	65,426
<b>Total Expenses</b>	<b>\$982,783</b>

## ASSETS

Change in Net Assets	\$(292,850)
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# Supporters

## RESTORATIONIST CIRCLE

Aronson Foundation, Jim Hallett

## RESTORER MEMBERS

Mark Ballering, Timothy Ehlinger, Jacie Jenson, Nancy Gleason, Giovanna Marcantonio, Lissa Martinez, Florencia Panizza, Elizaveta Petelina, Matt Stine

## 2018 LIFETIME MEMBERS

Damien Cook, Francis Kilkenny, David Polster, Al Unwin\*

## SPECIAL THANKS TO THE FOLLOWING MEMBERS AND FRIENDS WHO MADE GIFTS TO SER

Edith Allen, Stuart Allison, Valter Amaral, Jason Anderson, Evelyn Anemaet, James Aronson, Maria Arrau, Abdulaziz Assaeed, Environmental Fund of Texas, Laura Backus, Alan C. Bailey, Mark Ballering, Rebecca Barak, Mary Barnwell, Ash Baron, Jerry Benson, Karlo Berger, Constance Bersok, Brandon Bestelmeyer, Wouter Beyen, Chip Birch, Melanie Bird, Keith Bowers, Hugh Brown, Kate Buenau, Gerard (Hans) Buys, Mac Callaham, Ryan Campbell, Peter Carson, Jeanne Chambers, David Chenoweth, James Cronan, Anna Dabros, Jack Dalton, Paul Davis, John DeLisle, Jeff Depew, Alue Dohong, Stefana Dranga, Greg Eckert, Stephen R. Edwards, Cristina Eisenberg, Todd Engstrom, Louisa Evers, Paola Fajardo, Donald Falk, Johannah Fine, Kimberly Forbeck, James Furnish, George Gann, Magda Garbowski, Rolf Gersonde, Ary Gomes da Silva, Beth Graves, Alex Hackman, David Hancock, Steven Handel, Grace Harbison, Zackary Harris, Les Hatton, Thomas Heller, Diane Hennessey, Brook Herman, Sharon Hermann, Robert Hevey, Patrick Hickey, Karen Holl, Martha Holzheuer, Lynn Huntsinger, Krystal Isbister, Sylvan Kaufman, Thomas Kaye, Roy Keery, Sean King, Anand Krishnamurthy, Diana Lane, John Larson, Diane Larson, Jabari Lee, Michael Leff, Michael Lemke, Denise Levy, Dionel Lopez, Richard Loyn, Michael Lucey, Lindsay Malone, Steven Martin, Virginia Matzek, Carol Maxwell, Gillian McElroy, Meryl McQueen, Alicia Melgoza, Therese Meyer, Tatiana Minayeva, James Montgomery, Luiz Moraes, Tina Nelson, Nicole Noy, Jessie Olson, Julia O'Neal, Susan Page, Jennifer Peat, Sara Pelaez Sanchez, David Polster, Hanumanth Ravindranath, Emma Reid, Monika Carol Resch, José M Rey Benayas, Rosana Rezende, Justin Roborg-Söndergaard, Aimee Rogers, Mark Russell, Katrina Sachse, Patrice Savadogo, Annika Schmidt, Denis Schneider, Sheryl Schowengerdt, Rob Scott, Nancy Shaw, Caroline Spang, Richard Sparks, Dan Spencer John Sproul, Jr., Lawrence Stevens, Valerie Stiles, Roger and Victoria Stubbs, Chad Sumner, Vicky Temperton, Ryan Temple, Dale Thompson, Anne Tolvanen, James Truax, Suzanne Tuttle, Alan Unwin, Gordon Usipiuk, Linda van Diepen, Ramesh Venkataraman, Bethanie Walder, Susanne Walder, Kristen Waring, Lucy Weinberg, Kellie Westervelt, Bev Weston, Andrew Whitley, Anita Wild, Peter Winkler, Kathleen Winzer, Paddy Woodworth, Long Yang, Stanford Young, and Martin Zimmer

\*Honorary

## Corporate Sponsors

As more and more governments, land owners and industries invest in restoration, SER remains the network leader – providing the science and linking restoration companies with the organizations who need them. Our corporate sponsor partnerships have enabled the Society to build extraordinary momentum over the last few years – launching the Restoration Resource Center, creating the industry’s only professional certification program (CERP) and drawing thousands of professionals to our social media, website and conferences. ***SER is pleased to thank all of our sponsors - their support is critical to SER's ability to achieve our mission!***

### SUSTAINER



# Stantec

### ADVOCATE



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ENVIRONMENTAL CONSULTANTS

**North State**  
ENVIRONMENTAL

  
**Westervelt**<sup>™</sup>  
ECOLOGICAL SERVICES



# Our tools help you become a better restorationist

SER is an international network of nearly 3,000 members that actively promotes participatory, knowledge-based approaches to restoration.

**Join Us!**



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