

NAISMA NEWS

North American Invasive Species Management Association Newsletter

www.naisma.org

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President's Letter

Aaron Foster | Fremont County Weed & Pest District, WY

Thank you for your continued support of this valuable association of local level invasive species managers. Your membership, sponsorship, and participation are vital in achieving our mission to promote and empower invasive species management in North America.

The annual conference in Fargo, ND was a success. I'd like to thank Derrill Fick, Ron Moehring, and the conference organizers for planning a great conference with pertinent content, excellent presenters, and a valuable tour. We had interesting presentations on successful biological control in North Dakota, the use of Unmanned Aerial Vehicles for invasive species management, and applying ecology to manage emerald ash borer. There were also many stimulating presentations in breakouts focused on invasive weeds, grasses, and insects. Additional discussions on safety, recycling, and the processes and regulations affecting our industry were thought provoking.

Not only was the conference great, but the committees were very productive. The Communications and Marketing Committee organized an education and outreach summit adopting Play-Clean-Go as NAISMA's international outreach and marketing campaign for invasive species. As with all our conferences, the Weed Free Forage Committee held the annual train the trainer course followed by a committee meeting where the coordinator, Alan Schnetzky reviewed his work gaining Alabama as a partner and addressing issues with certified twine availability and quality.

The Biological Control Committee organized a Midwest focus group with a purpose of discussing strategies to improve funding sources for overseas weed bio control agent development. The group helped develop four committee strategies. Garner widespread support for overseas research and development for current and potential biological control agents. Provide a collective voice for on the ground biological control matters in North America. Be the central hub for collecting, discussing, and sharing on the ground successes, failures, observations, and resources in North America. Be involved with TAG (technical advisory group) and the release approval process.

I'd like to welcome new board members Mike Stenson, Jamie Greer, and Julie Knudsen. We are happy to have you on the board and excited that you share the same vision for NAISMA. Thank you Julie Kraft and David Cornett for your services to the organization; I truly believe you made it a better one. I'd also like to acknowledge Jen Grenz for her leadership as president. President Grenz inspired us and helped us achieve quite a few accomplishments over the last year.

In 2014 NAISMA advanced a number of important services. The Mapping Committee successfully reviewed, revised, and updated the invasive species

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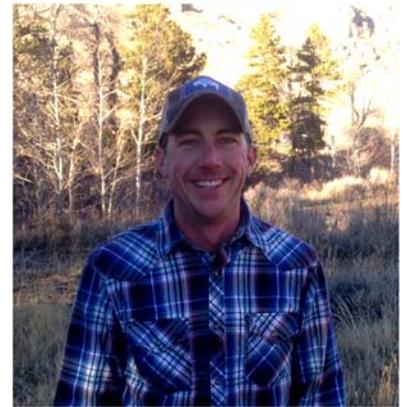


President's Letter continued...

mapping standards which were approved during the business meeting. The updated standards now include all taxa of invasive species and will ensure easy integration into the world of smart phone mapping apps. The board, staff, and volunteers informed us of legislative issues; primarily the Health Habitats Coalition bill. We continued to improve the user experience of the website by including a newsletter archive, board meeting minutes, committee annual goals, and up to date information. Alan Schnetzky, from Enterprise, OR, took over as the Weed Free Forage Committee coordinator previously held by longtime supporter, Adrienne Peterson. The EDRR committee provided alerts and postings in the newsletter and on the list serve. NAISMA members took an industry product use survey to help us learn about our members and target sponsors. The results from this survey are in the June 2014 newsletter available at www.NAISMA.org. Members continue to utilize the list serve, newsletter, and website for job postings and other announcements. Certified Manager of Invasive Plants (CMIP) is now 100% administered through NAISMA. The Community College in Nebraska administering NAISMA's CMIP program canceled the department responsible and therefore the administration of CMIP.

For 2015 NAISMA aims to move the association forward.

- The mapping standards are currently being reviewed and endorsed by federal and state partners.
- Julie Kraft has volunteered to take on a new role as Communications and Outreach Coordinator to ensure continued and consistent momentum within that committee. NAISMA will continue to advance a North American bio control agent development campaign.
- We will provide the local level manager a voice in the bio control agent approval process.
- New and useful website services will increase which include a membership directory, repository for information and standards, and transparent board communications.
- Networking is the most important service NAISMA provides its members and we will continue to seek ways to improve networking.
- We plan to host webinars for educational opportunities beyond our annual conference.
- We will continue to host an excellent conference with useful information for professionals dealing with invasive species.
- The Certified Manager of Invasive Species program will be updated and promotion increased.



NAISMA has the potential to be the leader in promoting and empowering you, the local level invasive species managers of North America.

Sincerely,
Aaron Foster, President

Welcome The New Board!



Top L to R: Tim Higgs, Laura Poile, Teresa Wickeham, Jamie Greer. Bottom L to R: Rob Shultz, Derrill Fick, David Moorhead, Aaron Foster, Mike Stenson, Phil Banks. Not shown is Julie Knudson.

2014 NAISMA Conference Update from Fargo, ND

Rob Schultz | Hall County, NE

The NAISMA Annual Conference and Trade Show was held on September 29th through October 2nd, 2014 at Holiday Inn Conference Center in Fargo, North Dakota. There were over 100 people in attendance from Canada and the United States, representing 18 states and 4 provinces. The pre-conference activities on Monday consisted of a NAISMA Board of Director's Meeting, Weed Free Forage Program "Train the Trainer" course and meeting, Mapping Standards meeting, Bio-control meeting, Personal Improvement committee meeting, Certified Manager of Invasive Plants(CMIP) exam, and an Education Summit with the Marketing and Outreach Committee.

Tuesday was the official opening of the Conference by Coordinator Derrill Fick of North Dakota. Derrill gave us an overview of the conference activities and the tour that was going to take place. Tuesday's morning session consisted of Dr. Rod Lym, North Dakota State University (NDSU) Research Professor. Dr. Lym gave us an overview of leafy spurge control history in North Dakota. The overall acres of leafy spurge has decreased in North Dakota over the past 50 years, but it takes a grass-root effort to get things accomplished. Dr. Mike Foley with USDA-ARS, discussed with us some research findings on Canada thistle and leafy spurge vegetative reproduction. He discussed perennial weed characteristics and how they grow throughout the year and some new technology in plant research. Terry Fleck with the Institute of Attitude was there to discuss our attitudes in our everyday activities. A few highlights: "Is what I bring to life worth catching", "Everyone can change, if they make that decision to change", "Be happy everyday", "Mickey Mouse always has a smile, his creator, Walt Disney, created him that way, our creator created us to be happy also". "Attitude Dr." On Tuesday afternoon, the tour took us to North Dakota State University and their new research facilities and then over to the labs where a lot of the research has taken place. Tuesday evening consisted of a Trade Show Mixer, it was an opportunity for conference participants to mingle with fellow attendees and vendors.

Wednesday mornings session started off with Dr. John Nowatzki, NDSU professor, talking about the use of unmanned aerial vehicles. They have been researching and evaluating the UAV's with color, thermal, and infrared sensors in crop and livestock management. Other various ways UAV's can be used: plant emergent and populations, nutrient deficiencies, moisture stress, weed infestations,

insect damage, crop dry down, animal movements, diseased animals, breeding activity, count animals, and many other ways too. Deb McCullough was in to discuss Emerald Ash Borer and applying Ecology to Management.

Wednesday morning was also the NAISMA Business meeting. There were 3 board positions open, it is a 3 year term. Those elected were: Mike Stenson-South Dakota, Jamie Greer-Nevada, and Julie Knudson-Colorado. Immediately following the NAISMA business meeting, the NAISMA Board of Directors held a re-organizational meeting. Officers for 2014-15 include: Aaron Foster of Wyoming as President, Rob Schultz of Nebraska as Vice-President, and Laura Poile of Calgary as Secretary/Treasurer.

Wednesday afternoon consisted of three different rooms with breakout sessions throughout the afternoon. The topics for the rooms were as follows: Rod Lym-field data, Celestine Duncan-applying field research to on ground mgt., Mary Halstvedt-DOW-plant community response when controlling invasive weeds with milestone, Deb McCullough-invasive forests insects, Sharla Hanzlik-Niobrara High School purple loosestrife project, Munevver Dogramaci-USDA research on glyphosate, Scott Ohnoutka-dry flowable product use, Allen Schnetzky-Weed Free Forage and Gravel inspections, State and Province updates, Mary Halstvedt-registration process for herbicides, Scott Ohnoutka-perspective herbicide update, Bill Walker-surfactants update, Spike King-SDDA container recycling, Karl Rockeman-NPDES & Waters of the U.S., Erik Dietrich-UTV safety, Kevin Sedivec,NDSU-invasive grass ID, Mark Ranweiler, ANS-invasive fish, Gary Adams-APHIS incident command.

Wednesday's activities concluded with a banquet and awards that evening. Awards were as follows: Presidential Award-JenniferGrenz, Service Award-David Cornett, Award of Excellence-Julie Kraft, Appreciation Award-Aaron Foster, Appreciation Awards to DOW Agrosience & DuPont Chemical Co. for their continued support of NAISMA. Dow was the original business member and helped NAWMA get started.

The NAISMA organization is a great place to network with other invasive species managers from across North America finding out about various invasive species in different parts of the country. The 2015 NAISMA Conference will be held in Vancouver, BC at the Coast Hotel on October 18-21, 2015.



Weed Free Forage Committee Report

Allen Schnetzky | WFF Committee Chair

The Weed Free Forage Committee met in Fargo during the NAISMA annual conference in October. This meeting was conducted by myself and Julie Kraft. It was good to have Julie there, as she has more time and experience with NAISMA than I do. This was the first year under my belt as chairman for WFF, and I must say it has been a learning experience for me.

The group realizes that the WFF program has significantly changed over the years since the late 1990's when then "NAWMA" was asked to take over the weed free forage minimum standards from what was called the "Regional Weed Free Forage Standards". Many of the standards that have been in place since then, need to be updated. Small things such as some verbiage and criteria for which plants are added and taken off of the weed list are among things that need updating. Also we found there are many weeds most had never heard of, and weeds that should be on the list that aren't. It was decided that a sub-committee be formed for review and update. I will be putting out an agenda for a conference call in December, to those who showed interest in being a part of this committee. If anyone whom I don't have contact information for is interested in partaking in this conference call, please let me know.

A big issue discussed in the WFF meeting, is the problems many individuals, states and provinces are experiencing with NAISMA certified twine. Continental Western Corp in Portland Ore has been the supplier for the certified purple and gold twine (blue and orange prior), for several years. Here now and in recent past, problems have arisen with customer service, ordering, delivery, and quality with CWC twine. On my way back from Fargo, my flight destination was Portland. I live in eastern Oregon, and on my drive home from Portland, I stopped into CWC main office and met with plant manager Bob Pollock. I aired to Bob many of the concerns from those who have contacted me this past year, and from those who were present at the WFF meeting. Bob assured me that things will change for the better, for our twine business is huge for them. He also asked that anyone contact him with concerns so he could talk individually with them. It was also brought up in the WFF meeting that some folks want to use twine that is made somewhere in North America. CWC twine is made overseas. One reason for going with CWC has been price. We are looking into other suppliers for twine as well, to see if we can support North America manufacturing, yet be price competitive to.

Another item discussed is the Train the Trainer PowerPoint presentation that is used by myself and others in qualifying perspective individuals to become NAISMA WFF inspectors. When presenting the PowerPoint slide show at the Train the Trainer meeting, it was realized it could use some help and updates as well. Julie Kraft and I are working on updating the presentation.

All in all I feel really good about how many people have stepped up in wanting to help. I do appreciate feedback from all and once again, please feel free to contact me with any concerns or ideas you may have. wcweeds@co.wallowa.or.us

Marketing & Outreach Committee Report

Julie Kraft | Sublette County, WY



The NAISMA Marketing and Outreach committee hosted the education summit in Fargo. The summit was a follow up meeting from last year to discuss the goals set in that planning session, work on the national invasive species education campaign idea and assign new tasks. We started with a review of the survey, in which we received 57 responses. Most responses showed that folks want a simple, positive campaign with a strategic message that call the public to action. Existing campaigns were highlighted and we choose to learn more about the education campaign PlayCleanGo started in Minnesota with a presentation by Laura Van Riper. Laura described to us the planning

decisions and cost associated with starting the campaign, to whom they are reaching out and how we could join for free is we choose to do so. Following here presentation I addressed the audience to get a feel for the crowd. Everyone agreed that we should join PlayCleanGo and help spread the message! The NAISMA Board of Directors and membership voted to join and support PlayCleanGo as our education campaign. The committee is working hard to spread the message with many states and associations joining. We will be working with the organizations to continually build the program and get this great message out. Julie Kraft at jewelryjoe@hotmail.com

EDRR Update

Brent Meyer | Lancaster County Weed Superintendent, NE

Greg Ibach, Director of the Nebraska Department of Agriculture recently approved the designation of cutleaf and common teasel as noxious weeds in Lancaster County. Lancaster County is the first county in Nebraska to add cutleaf and common teasel.

*Currently only 10 counties in Nebraska are reporting teasel. This makes it the perfect time to attack this problem early before it gets widespread.

*Nine states have already declared one or both teasels as noxious - Missouri and Colorado being the closest.

*Nebraska Game & Parks has reported working on controlling teasel for years without having much success at eradication.

*Lancaster County currently has less than 100 acres with most of them being small and easy to control.

*Teasel will crowd out all other native and desirable vegetation; reduce forage, wildlife habitat, and species diversity. It is a very prolific seed producer, which results in rapid expansion of existing infestations.

*Teasel is not eaten by livestock and has no forage value. Livestock will avoid areas because of the plants spiny stems, leaves and seedheads.



Cutleaf teasel



Common Teasel



PlayCleanGo Webinar

December 12th at 10am MST

The North American Invasive Species Management Association invites you to Join PlayCleanGo. Since we joined PlayCleanGo in October we have been passing along information about the program and inviting everyone to join us as we promote this great program as our invasive species education campaign. Many organizations have asked us for more information. To further promote this program the NAISMA Marketing and Outreach Committee along with PlayCleanGo and our host the University of Wyoming, will have a introductory webinar to PlayCleanGo. This webinar will be given by PlayCleanGo representative Laura Van Riper. She will present to you a presentation on how PlayCleanGo was built, how you can incorporate the program into you education marketing and how you can join this education and outreach campaign.

[Link to Webinar](#)

NAISMA Board & Staff

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205 W. Boutz Rd, Bldg 4, Ste 5
Las Cruces, NM 88005
(575) 527-8853

www.naisma.org



North American Invasive Species Management Association

205 West Boutz Rd, Bldg 4, Suite 5
Las Cruces, NM 88005
(575) 527 8853 Fax (575) 527 8853

www.naisma.org

Dear Potential Partner,

We would like to introduce you to a program that has a main goal to disrupt the link between the spread of invasive species and outdoor recreation and other vectors – **PlayCleanGo: Stop Invasive Species in Your Tracks**. Like its sister program *Stop Aquatic Hitchhikers!*, **PlayCleanGo** is designed to provide outdoor recreationists with a clear call of action to become aware, attentive and accountable for stopping the spread of invasive plants and animals. Please visit www.playcleango.org for more information.

NAISMA recently adopted **PlayCleanGo (PCG)** as our national education campaign. The NAISMA Marketing and Outreach Committee conducted a survey that identified the need for a national campaign with a unified message. The response was overwhelmingly in support of a campaign that any program could adopt and utilize as a compliment to their local outreach efforts. The committee feels the **PCG** campaign meets that need and thus supports adoption by NAISMA.

We invite you to join us in this effort by becoming a **PCG** partner. To do so, enter your information in the [PCG partner form](#). As a **PCG** partner, you have access to all **PCG** graphics and photos, and limited graphic services to customize ads specifically for your audiences. In return, **PCG** asks that you add them as a link to your website, provide them with your logo to serve as a hyperlink on the PCG partners page, and Like them on Facebook. **PlayCleanGo** also asks partners to follow graphic standards when using **PCG** materials. **PCG** has adopted a look and feel that is modern, active and positive with a flexible system of messaging capable of reaching a wide array of audiences.

As you probably know, invasive species have been identified as being amongst the worst threats to our nation's natural resources. People are the primary means of long-distance spread! The chief of the United States Forest Service characterized invasive species as a "catastrophic wildfire in slow motion" because of the seriousness of the problem. Invasive plants, for instance, invade 1.7 million acres of wildlife habitat annually (NISIC, '09).

Working together, we can increase the success of our mutual outreach goals. Please join NAISMA and many others in this important endeavor as we band together as never before to increase public awareness.

Thank you for your consideration,

Julie Kraft
Marketing and Outreach Committee Chair
North American Invasive Species Management Association
307-367-4728
jewelryjoe@hotmail.com



North American Invasive Species Management Association

205 West Boutz Rd, Bldg 4, Suite 5
Las Cruces, NM 88005
(575) 527 8853 Fax (575) 527 8853

www.naisma.org



**STOP INVASIVE SPECIES
IN YOUR TRACKS.**

PlayCleanGo.org

PlayCleanGo: Stop Invasive Species in Your Tracks is not meant to take over your local outreach efforts, but meant to compliment and provide a connection between your local efforts and those of fellow agencies, NGO's, non-profits and the like; to further raise awareness and recognition of the issue in the public's eye. It was designed to be compatible with the *Stop Aquatic Hitchhikers!* and other partner brands.

If you currently do not have a local campaign, please feel free to use PCG once you have signed on as a partner! It has been developed with various funding including State and Private Forestry support, and meant to be shared. Why reinvent the wheel if you don't have to when someone else has already invested hundreds of thousands of dollars for you!?

If your plan is to primarily utilize your local campaign, we hope you will consider some ways to also promote PCG while complimenting and strengthening what you are already doing. Here are a few ideas on how to integrate PCG into your current outreach efforts.

- Display the PCG logo on your website
- Display the PCG logo on all of your future publications in addition to your own logo
- Display the PCG logo on your Facebook, Twitter, Instagram, Pinterest, YouTube
- Connect with PCG via their social media accounts and actively share, comment & promote PCG as well as other invasive species & conservation programs
- Insert PCG campaign advertisements or logos into your marketing schedule with your local ads/outreach

***Spread the Word! Encourage your fellow invasive species partners to join PCG as a partner!
The more engagement and utilization of the PCG message across ALL-INVASIVES, the
stronger everyone's programs will be!***