

Transition Letter & Day One Flip Chart Notes

Transition Letter

- Add a 1-Page → Importance of forests
- ID transition team point(s) of contact
 - DOI
 - USDA
- Consider Senators/Reps

Parking Lot

- Engaging internationally – e.g., Canada
 - NAPPO

Addressing Local Challenges

- Showing people what will happen – slideshow, field trip
- Extension → Binder of information
 - Master Gardeners
 - Ag Dept
- Q: Make the message a take-home one!
- Q: How can we get people together to understand/know the issue?
- Describe the process – what steps need to be taken?
 - “Case Studies”
- Look to this generation/millennia communication styles/options
 - Facebook, blog, etc...
- Get the right message → focused, leverage it
- Tie into the activist community (e.g., San Francisco)
- Increase effort, effectiveness of outreach
 - build community support
 - build political support
- Proactive – get people aware of issue ahead of time
 - Who has credibility?
 - Foresters
 - People who have experienced this issue
- Professional quality video
- Early detection → make it part of the message
- Efficient, strong, aggressive tree planting programs
- Message: Shade trees being lost (focus to lower economic strat)
- E.g., community member: Where can I go to get the information I need to deal with an issue?
 - Can the Dialogue facilitate?
- Try not to reinvent the wheel (MSO, Michigan)

- Green revolution → take advantage of energy behind this idea
- Develop diversity language for local ordinances
 - Species
 - Ages
 - Structural Components
 → Linked to issue of availability
- “Sustainable Sites” (LEED-like) → comment on the standards
- Utilize existing resources
 - USDA (Sharon Lucik)
 - EAB Awareness Week
 - Monthly Call - participate
 - EAB materials already exist on the “big” level so states can focus on the “local”

Engaging Private Groups

Retail Industry: Amy F. Jake D.
 John Peter Frank

- Call with Michael Chanard, Lowe’s
- Intern to conduct interviews with RILA & Dialogue on “Sustainability” → invasives
- Case studies (positive and negative impacts / costs and benefits)
- Engage FSC/SPI on revised standards

Nursery Industry: John Peter nursery reps
 Amy F. Keith D.

- Discuss how to engage extension (while staying on message) and what info is desired
- Messages to nursery industry, LG admin, CSREES, distributor networks, etc.
- Recommendations on activities for nursery industry
- Examples: new pest alerts, new techs and strategies, financial pools, cost/impact reduction

Communicate & Market Key Ideas

- Toolbox/wiki
 - Keith, Leigh, Bob S., Susan S., Jerry C. – will develop “proposal”
 - Individuals to submit specific components
- Outreach Guide
 - Same group to develop proposal

Promoting the Don't Move Firewood Message

- DMF Website
 - Various specific outreach actions – e.g., columnists, campground associations
 - Create chain mail
 - Oversight Committee to continue building ideas
- Beyond the website
 - Various outreach, e.g., state parks, athletic departments, DOT
- Report on outreach actions

Breakout Summary Sheets

Appropriations Summary

- Lobbying 101 Package
 - Faith, Ken, Lin, John Peter
 - Draft by Thanksgiving (to SC)
- Messaging / success stories / prioritization
 - Frank, Anand, Ashley, Doug
 - ASAP ... Draft to Dialogue early January
- Recommendations / letter on fixing funding issues re: fire suppression (to alleviate stress / funding reduction on invasives) programs
 - Caitlin, Jake
 - By ...

Firewood

- Explore potential regulations, non-regulatory approaches at federal / state level (and other roles/organizations)
- Biomass
- Messaging
 - Anand, Carl S., Ken R., Michael Buck, Firewood Groups, APHIS (Chaloux), USFS, State Foresters
 - By ...

Increased State Flexibility

- Official control – letter of support for APHIS to continue exploring
 - Frank, Ken
 - By...
- Compensation (engage consultant to explore)
 - John Peter, Lin, Amy F., Joe C., Joe M., Frank
 - By...