

Educating The Public About New Invasive Species Threatening California's Plant Ecosystems

University of California Conference Center
One Shields Ave.
Davis, California
April 24, 2012

Purpose of the meeting

The purpose of this meeting is to bring together people from a variety of disciplines that have not traditionally worked together to build and discuss collaborative partnerships to improve educating the public about the threat of invasive species. The public needs to become more aware of invasive species and then take appropriate actions to help lessen the impact of the invasive species on California's plant ecosystems. Those attending the conference will learn about developing and delivering effective and consistent messages about invasive species to a variety of audiences.

Intended Outcomes

1. Develop effective and consistent messages to achieve a change in some behavior of the public that lessens the impact of invasive species on California's plant ecosystems.
2. Deliver the messages efficiently to multiple audiences
3. Access the resources available to conduct effective outreach programs on invasive species.
4. Facilitate new and/or existing collaborations to achieve more efficient outreach programs for various audiences.

Agenda

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| 8:00 am – 8:10 am | Welcome and Introduction , Kris Godfrey, Contained Research Facility, University of California, Davis, California |
| 8:10 am – 8:40 am | Predicting the Next Pest Invaders and How To Prevent Their Introduction , Joseph DiTomaso, Department of Plant Sciences, University of California, Davis, California |
| New Pests Threatening California | |
| 8:40 am – 9:05 am | New Pest Plants , Doug Johnson, California Invasive Plant Council, Berkeley, California |
| 9:05 am – 9:30 am | New Arthropod Pests , Kevin Hoffman, California Department of Food and Agriculture, Sacramento, California |

9:30 am – 9:55 am **New Plant Pathogens**, Richard Bostock, Department of Plant Pathology, University of California, Davis, California

9:55 am – 10:10 am **Questions and Discussion**

10:10 am – 10:25 am **Break**

Case Histories

10:25 am – 10:45 am **Zebra and Quagga Mussels**, Ted Grosholz, Department of Environmental Science and Policy, University of California, Davis, California

10:45 am – 11:05 am **European Grapevine Moth**, Lucia Varela, University of California Cooperative Extension and Statewide IPM Program, Santa Rosa, California

11:05 am – 11:25 am **Asian Citrus Psyllid/Huanglongbing**, Beth Grafton-Cardwell, Department of Entomology, University of California, Riverside, California

11:25 – 11:45 am **Sudden Oak Death and Buy Where You Burn Campaigns**, Janice Alexander, University of California Cooperative Extension, Marin County, Novato, California.

11:45 am – 12:45 pm **Lunch**

12:45 pm – 1:05 pm **Don't Plant a Pest and Plant Right Campaigns**, Christiana Conser, Department of Plant Sciences, University of California, Davis, California

1:05 pm – 1:25 pm **Japanese Dodder**, Ramona Saunders, Sacramento County Agricultural Commissioner's Office, Sacramento, California

1:25 pm – 1:40 pm **Questions and Discussion**

Other Perspectives on Communication

1:40 pm – 2:00 pm **Newspaper perspective**, Matt Weiser, The Sacramento Bee, Sacramento, California

2:00 pm – 2:20 pm **Public Relations Firm** Sharon McNerney, Nuffer, Smith, and Tucker, San Diego, California

- 2:20 pm – 2:40 pm **General public and public entities communication**, David Kellum, San Diego County Agricultural Commissioner’s Office, San Diego, California
- 2:40 pm – 3:00 pm **Community perceptions to emergency responses**, Margareta Lelea, Departments of Entomology in collaboration with the Department of Human and Community Development, University of California, Davis, California
- 3:00 pm – 3:15 pm **Questions and Discussion**
- 3:15 pm – 3:30 pm **Break**
- Group Discussion and Wrap Up**
- 3:30 pm – 5:00 pm **Facilitator lead discussion, all speakers available to participate and wrap up of what took place and next steps** Facilitated by Kim Rodrigues, Division of Agriculture and Natural Resources, Davis, California, and Wendy West, Division of Agriculture and Natural Resources, Placerville, California