

Invasive Species Public Information Sessions

June 14th and 21st; July 12th, 19th and 26th, 2012



Figure 1: Jefferson County Public Information Session, July 26, 2012. Watertown, NY. Photo by Mike McHale.

Report drafted by Sarah Conley, 7/30/12.

Introduction and Background

In accordance with the Education/Outreach strategies outlined in the SLELO Strategic Plan¹, five informational workshops were held in June and July of 2012. An “Invasive Species Public Information Session” was held in each of the five counties covered by the SLELO-PRISM. The purpose of the workshops was to:

1. Increase awareness of the SLELO-PRISM.
2. Discuss invasive species in the region including their ecological impacts and their impact on local economies.
3. Encourage individual involvement in prevention and eradication efforts.

Each of these targets helps to meet Education/Outreach Objective A, “Educate various groups to identify priority invasive species, understand their impacts, and management options.” as outlined in the Strategic Plan.

Locations

In each of the five counties served by the SLELO-PRISM, one Invasive Species Public Information Session was scheduled between June 14th and July 26th 2012 in the following locations, (Figure 2):

County	Venue	Location	Date
St. Lawrence (Figure 3)	Cooperative Extension Learning Farm	Canton, NY	Thursday, June 14 th
Lewis	Cooperative Extension Office	Lowville, NY	Thursday, June 21 st
Oswego	Edick-Hamlink VFW	Mexico, NY	Thursday, July 12 th
Oneida	Madison-Oneida BOCES TriPlexus	Verona, NY	Thursday, July 19 th
Jefferson (Figure 1,3)	Cooperative Extension Office	Watertown, NY	Thursday, July 26 th

Figure 2: Locations of Invasive Species Sessions by County.

¹ Five Year Strategic Plan SLELO-PRISM available on-line at www.sleloinvasives.org

Target Audience

In an effort to make sessions available to as many interested people as possible, the sessions were advertised for “the general public, highway personnel, sportsmen and women, boaters, gardeners, landscapers, hikers, birders, photographers, farmers, campers and other interested persons”. Additionally, special interest groups (lake associations, sportsman clubs, etc.) were identified and contacted. The possibility of offering pesticide applicator credits was discussed at the SLELO Public Education Committee Meeting on May 14, 2012, but it was decided that combining a session aimed at the general public and one for certified professionals may be difficult.



Figure 3: Residents from St. Lawrence (l) and Jefferson (r) Counties listen to information on invasive species.
Photo (on right) by Mike McHale.

Registration

Three methods of registration were made available. Interested persons could sign up by emailing sconley@tnc.org, by calling (315) 387-3600 x23, or by using the registration form created with Google Docs. The registration form was made available via website link: <http://tinyurl.com/6w9ycag> and is attached as (Appendix A).

Publicity

For each of the five counties, all local media (print news, radio, and television) were contacted at least four weeks prior to the event. A second press release was sent to each of the media outlets one and a half weeks before the scheduled session. A list of contacted media by county is attached as (Appendix B). SLELO Partners and Cooperating Affiliates in each county were contacted via email and/or by phone and asked to distribute the Information Session flyer. Also, details on the information sessions were posted on SLELO’s website (www.sleloinvasives.org), on New York Invasive Species website (www.nyis.info), and on SLELO partner websites and/or Facebook pages. Other associated groups, ex. New York iMapInvasives (www.nyimainvasives.org) and New York State Federation of Lake Associations (www.nysfola.org), helped to promote the sessions. Additionally, local groups were targeted that may have interest in invasive species management and information was posted on their site as well. A table of targeted groups can be found in (Appendix C). In effort to increase participation in Lewis County, each municipality in the county was contacted regarding the event, (Appendix D).

Program/Content

The Invasive Species Public Information Sessions followed a general outline which included; an overview of the SLELO-PRISM; invasive species information, including transport mechanisms, facts, and examples; local eradication and prevention efforts; and ways to make a difference.

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Rob Williams, Coordinator

There were four speakers at each session, including Rob Williams, Invasive Species Program Coordinator; Sarah Conley, Education and Outreach Coordinator; and 2 SLELO partners representing local efforts, Figure 4.

County	Presenter	Position
St. Lawrence	Paul Hetzler	Horticulture and Natural Resources Educator, Cooperative Extension
St. Lawrence	Russell Martin	District Forester, Soil and Water
Lewis	Nichelle Billhardt	District Manager, Soil and Water
Lewis	Kevin Bronson	Intern, Soil and Water
Oswego	Erica Schreiner	District Educator, Soil and Water
Oswego	Joe Chairvolotti	District Forester, Soil and Water
Oneida	Rebecca Miller	Environmental Specialist, Department of Transportation
Oneida	Greg Chapman (Figure 8)	Ecological Restoration Field Crew, SLELO-PRISM
Jefferson	Sue Gwise (Figure 8)	Horticulture Educator, Cooperative Extension
Jefferson	Greg Chapman	Ecological Restoration Field Crew, SLELO-PRISM

Figure 4: Local Efforts presented by SLELO Partners by County.



Figure 5: Rob Williams and Sarah Conley welcome Jefferson County residents to the Invasive Species Public Information Session. Photo by Mike McHale.

Attendees

Overall, we reached approximately 180 individuals either directly or indirectly. Directly we reached 45 individuals at the Invasive Species Public Information Sessions. Of these, 14 were associated with 9 different interested organizations thereby reaching numerous members of their respective organizations. Each attendee received a folder with information on SLELO-PRISM, partner organizations, priority species in the SLELO region, and ways to target the spread of invasive species. For each member of a group who attended an Invasive Species Public Information Session, we were able to reach approximately 15 additional people within their organization. This increases our number reached to 180 (15x9+45=180). Several of the groups completed (or will complete) Citizen Science Projects, like Ash Tree Tagging, which will increase visibility and awareness exponentially, Figure 6.

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County	# Registered	# Attended	Associated with Groups
St. Lawrence	15	12	9
Lewis	0	0	N/A
Oswego	14	9	1
Oneida	12	12	2
Jefferson	20+	12	1
Total	61+	45	14

Figure 6: Attendees and Groups by County.

Groups

Representatives from several groups in the SLELO-PRISM attended the sessions. Groups represented included:

- Black Lake Association, www.blacklakeny.com/lakeassoc/index.html
- Village of Potsdam, <http://vi.potsdam.ny.us>
- Boy Scouts, www.cnyscouts.org/
- Indian River Lakes Conservancy, www.indianriverlakes.org/
- Raquette River Blueway Corridor, www.racquetteriver.org
- Oswego Tree Stewards, contact June and Phil MacArthur, keywestmac@verizon.com
- Oneida Lake Association, www.oneidalakeassociation.org/
- Oneida County Hiking Club
- Goose Bay Reclamation Corp, www.savegoosebay.org/

Each group with representation at an information session shared information on SLELO and local invasive species with their group. Extra folders and materials (Figure 7) were made available for representatives to take back to their organization. Several of these groups have continued to work with SLELO Partners on projects within their own organizations. To date, SLELO has worked with the Oswego Tree Stewards on community awareness and preparedness for Emerald Ash Borer. SLELO will also be working with the Oneida County Hiking Club at their August meeting to form an **Early Detection** team and is scheduled to present at the Goose Bay Reclamation Corp. annual meeting regarding aquatic invasive species and ways to manage them in Goose Bay.



Figure 7: Displays and information on SLELO and Oswego SWCD at Oswego County Information Session on July 12th.

Feedback

After each information session, attendees who provided their email contact information received a short survey regarding their experience. The survey asked participants:

1. Which part of the information session was most helpful to you or your organization?
2. What could be improved about the information session?
3. How did you hear about this information session?
4. Do you have any other questions or comments?

Generally, the responses to the survey questions were positive and indicated that attendees learned a lot of information at the sessions, were glad to be provided with additional resources and information, and were grateful to find other organizations who were involved in the fight against invasive species. Results of the survey can be found in (Appendix E).

Overview/Summary

Overall, the Invasive Species Public Information Sessions were successful in meeting the objectives and strategies outlined in the Strategic Plan. We were able to reach an estimated 180 individuals, 135 indirectly and 45 individuals directly, 14 with ties to 9 local organizations. We are involved in 3 projects with organizations reached at the information sessions and will continue to foster relationships with those groups. As a result of promoting the information sessions, we received media coverage (print news, radio, and television) within our 5 county area and beyond, including newspapers in Syracuse, Rome, and Utica. This has helped SLELO-PRISM in two ways:

1. Getting the word out about the partnership and invasive species.
2. Establishing and extending relationships between partners and other organizations.

SLELO-PRISM has used feedback from the information sessions to better serve the region as a resource on invasive species management. For example, changes and additions to the SLELO-PRISM website (www.sleloinvasives.org) are being made as a result of feedback from attendees. Additionally, opportunities to collaborate with other groups on education and prevention activities arose at several of the sessions.

At the SLELO Partner meeting on July 25, we discussed the importance of offering Information Sessions in 2013. The consensus is that we continue to offer the sessions, altering content and target audience as interest dictates. Offering pesticide or continuing education credits may be a good way to increase participation in 2013. Sue Gwise offered to help with this process, provided that it is initiated at least 45 days prior to the session.



Figure 8: Rob Williams, Sue Gwise, and Greg Chapman present information on invasive species.
Photos by Mike McHale.

Appendix A: Online Registration Form

Invasive Species Public Information Sessions

The partners of the St. Lawrence Eastern Lake Ontario - Partnership for Regional Invasive Species Management (SLELO-PRISM) invite the general public to attend one or more of the following information sessions to learn about invasive species in the region including their ecological impacts and their impact on local economies. Information regarding the SLELO-PRISM, Invasive Species and individual involvement will be presented.

*** Required**

Full Name: *

Mailing Address: *

Email: *

Phone Number:

How many people are attending? *

1 ▼

Which session(s) are you attending? *

St. Lawrence County: Thursday, June 14th, 7:00-9:00 PM

Lewis County: Thursday, June 21st, 7:00-9:00 PM

Oswego County: Thursday, July 12th, 7:00-9:00 PM

Oneida County: Thursday, July 19th, 7:00-9:00 PM

Jefferson County: Thursday, July 26th, 7:00-9:00 PM

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Appendix B: List of Contacted Media by County.

Name	Type	Location	County	Contact
Carthage Republican Tribune	Print	www.ctrribune.com	Jefferson, Lewis, St. Lawrence	news.crt@lowville.com
Jefferson County Journal	Print	?	Jefferson	jcjesfucn@citlink.net
NNY News Cow	Online	http://www.nnynewscow.com/	Jefferson	info@nnynewscow.com
Salmon River News	Print	http://www.oswegocountyweeklies.com	Jefferson, Oswego	ocweeklies@cnymail.com
Watertown Daily Times	Print	http://www.watertowndailytimes.com/	Jefferson, Lewis	news@wdt.net
WWNY/7 News/Fox 28	TV	http://www.wwnytv.com/	Jefferson	online submission form on site
Lowville Journal and Republican	Print	http://www.lowville.com/	Lewis	generalnews@lowville.com
WBRV/"The Moose"	Radio	http://www.themoose.net/	Lewis, Oneida	sales@themoose.net
Boonville Herald	Print	http://www.boonvilleherald.com	Oneida	boonherald@aol.com
Oneida County Courier	Print	http://www.OneidaCountyCourier.com/	Oneida	martha@m3pmedia.com
Oneida Daily Dispatch	Print	http://www.oneidadispatch.com/	Oneida	mwarham@oneidadispatch.com
Rome Daily Sentinel	Print	http://www.romesentinel.com	Oneida	release@rny.com
Utica Observer Dispatch	Print	http://www.uticaod.com	Oneida	mfries@uticaod.com
Queen Central	Print	http://www.queencentral.com	Oneida	qcn1974@queencentral.com
Syracuse Post Standard	Print	http://www.syracuse.com/poststandard/	Onondaga	dfigura@syracuse.com
Citizen Outlet	Print	http://www.oswegocountyweeklies.com	Oswego	ocweeklies@cnymail.com
Independent Mirror	Print	http://www.oswegocountyweeklies.com	Oswego	ocweeklies@cnymail.com
Oswego Valley News	Print	67 S. 2nd St. Fulton, NY 13069	Oswego	editor@valleynewsonline.com
Palladium-Times	Print	http://www.palltimes.com	Oswego	smccrobie@palltimes.com
Phoenix Register	Print	http://www.oswegocountyweeklies.com	Oswego	ocweeklies@cnymail.com
Scotsman-Oswego	Print	http://scotsmanonline.com/	Oswego	editorial@scotsmanmediagroup.com
Daily Courier-Observer	Print	http://www.mpcourier.com/	St. Lawrence	rmartin@ogd.com
North Country Now	Online	http://northcountrynow.com/	St. Lawrence	news@northcountrynow.com
North Country Public Radio	Radio	http://www.northcountrypublicradio.org/	St. Lawrence	brian@ncpr.org
St. Lawrence Plaindealer	Print	http://www.slpdealer.com/	St. Lawrence	class@wdt.net
The Journal	Print	http://www.ogd.com/	St. Lawrence	news@wdt.net
Thousand Island Sun	Print	http://thousandislandssun.net	St. Lawrence	tisun@gisco.net
Syracuse News	Online	http://www.syracuse.com/		citynews@syracuse.com
Tug Hill Express	Online	http://www.tughillexpress.com		editor@tughillexpress.com

Appendix C: List of Targeted Groups/Audiences

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Organization	Contact	County
Adirondack Mountain Club (ADK), Laurentian Chapter	(315) 848-2178	St. Lawrence
ADK, Iroquois Chapter	Barkeater46@adelphia.net	Oneida
Atlantic States Legal Foundation	Atlantic.States@aslf.org	
Black Lake Association	(315) 375-6631	St. Lawrence
Brewerton Revitalization Project	online submission form	Oneida
Cayuga Lake Watershed Intermunicipal Org (CLWIO)	info@cayugawatershed.org	
Good Ole Boys Bass Club	GOBPresident@yahoo.com	Oneida
Indian River Lakes Conservancy	IRLC1998@aol.com	St. Lawrence
New York Rivers United	NYRUORG@aol.com	Oneida
Northern NY Audubon	nnya@nnya.org	Jefferson/St. Lawrence
Oneida County Env. Mgmt + Water Quality Control	planning@co.oneida.ny.us	Oneida
Oneida Lake Association	info@oneidalakeassociation.com	Oneida
Oneida Lake Education Initiative	oneidalakeinfo@cornell.edu	Oneida
Oneida Lake Sailing Club	info@oneidalakesailingclub.org	Oneida
Onondaga Audubon	tmriley44@gmail.com	Oswego
Ontario Bays Initiative, Inc. Land Trust Chaumont, NY	online submission form	Jefferson
Oswegatchie Educational Center	info@oswegatchie.org	Lewis
Oswego County (www.co.oswego.ny.us.html)	webmaster@oswegocounty.com	Oswego
Salt City Bassmasters	pubrelations@saltcitybass.com	Oneida
Snow Ridge Ski Resort	ski@snowridge.com	Lewis

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Appendix D: Municipal Contacts, Lewis County.

Town/Village	Contact
Castorland	castorland@twcny.rr.com
Constableville	constablehall@rocketmail.com
Copenhagen	comments@villageofcopenhagen.org
Croghan (t) and (v)	lcida@lcida.org
Denmark	webmaster@townofdemarkny.com
Diana	ldavis@villageofharrisvilleny.org
Greig	cdrake15@twcny.rr.com
Harrisburg	tughill@tughill.org
Harrisville	gwilliams@villageofharrisvilleny.org
High Market	See West Turin
Lewis	supervisor@lewistownhall.com
Leyden	townofleyden@yahoo.com
Lowville (t) and (v)	villow@nnymail.com
Lyons Falls	lfvillage@live.com
Lyonsdale	(315) 348-8474
Martinsburg	mburg@ridgeviewtel.us
Montague	selectscreenprinting@hughes.net
New Bremen	supervisorkeys@hotmail.com
Osceola	tipperhall@yahoo.com
Pinckney	mishnico@gisco.net
Port Leyden	No contact information found
Turin (t) and (v)	nyreed@frontiernet.net
Watson	townofwatson@gmail.com
West Turin	snap252@northnet.org

Appendix E:

County	What part of the information session was most helpful to your or your organization?	What could be improved about the information session?	How did you hear about this information session?	Other comments/questions
St. Lawrence	<p>I found the entire session VERY informative and applicable to the work that the Raquette River Blueway Corridor Stewardship Planning Process that will focus in on invasive species as well as other stewardship issues.</p> <p>I brought my 2 sons to the workshop. Both are Boy Scouts, the eldest is running the EnCon area at Massawepie Scout camp near Tupper Lake. He brought information packages from SLELO-PRISM to camp to use with scouts. My younger son got an idea for a potential Eagle Scout project training scouts and adult volunteers to remove knotweed from the Red Sandstone Trail in Potsdam! Thanks for the inspiration!</p>	<p>I know that color copies are expensive, but colored hand-outs would help identify invasive plants.</p>	<p>Email invitation.</p>	<p>I liked the hands-on presentation. I had heretofore never seen an EAB or Asian Longhorn Beetle specimen and having crosscuts of trees damaged by these insects will make it easier to identify evidence of these in the field.</p>
St. Lawrence	<p>Discovering what we can do/can't do about milfoil in the lake and awareness of invasive species, particularly honeysuckle on the island and knowing that it's a hiding place for ticks.</p>	<p>There was a lot of information to absorb, and a good beginning. Now our job is to read, learn, and spread the word.</p> <p>I'm not sure there was anything to change what you did. It was a good presentation.</p>	<p>My sister told me because of her involvement with Black Lake Association.</p>	<p>Thanks for doing it!</p>
St. Lawrence	<p>All four presenters were excellent. Having the booklet with pages corresponding to their presentation helped immensely. It was organized, thorough, and provided links to areas for more questions I might have. As a member of the Black Lake Association I came away feeling not so alone in our efforts to preserve and protect our beautiful lake.</p>	<p>I would like to have had time to meet and know who else was attending.</p>	<p>Karen Winters-VP of Black Lake Association</p>	<p>Many thanks to Sarah for her organization and kindness!</p>
Oneida	<p>First presentation when a survey of all the different types of invasive species was given.</p>	<p>Explain better the efforts that are being used to control</p>	<p>Rome Daily Sentinel</p>	<p>Overall a very good job!</p>

		invasive species. For example: is anything being done to control Zebra mussels in a waterway once they are established?		
Oneida	Everyone did a professional presentation. Each was very helpful.	Nothing. Keep up the good work and let me know of any future programs.	From a friend in Rome who sent me the info from the Rome newspaper.	Greg Chapman researched my questions and sent me some very useful info that identified a plant on my property as Tall Blue Lettuce, not Giant Hogweed, fortunately. Greg also identified another plant as Wild Parsnip from which I got some burns, unfortunately.
Oneida	The information on Japanese Knotweed and other land plants. There were many species we were not aware of-some found on our property, and we will be able to start disposing of.	Overall session was very good.	Rome Sentinel.	Could you direct us to a person or organization that might specialize in ridding an area of Knot Weed? Once again, thank you for your help.
Oneida			Email	First let me say that I was very tired so I probably didn't absorb what I should have. I'm not 100% sure who your target audience was supposed to be. If it was the general public and you just wanted to show them the very basic of what some of the most common invasive species are you did a great job. I was really hoping that you were going to discuss new initiatives on ways to combat and control. Some of you are working in the "trenches" so to speak and I'm sure you are equally as frustrated that we can't seem to get the support necessary to aggressively attack these invasives before they get out of hand.
Oneida	Good general knowledge, with some specific.....	More specifics regarding local occurrences and what is currently being done would be helpful	Email from Anne Saltman CNYRZPBD	Difficult how to figure out filling in these boxes. Hope this works.