

# Eastern Lake Ontario Invasive Species Symposium

Live Webinar

6.23.21

1:40pm EST

Enhancing Early Detection and Outreach for a Top  
Priority Invasive Pest-Spotted Lanternfly

Presented by:

*Megan Pistolese- SLELO PRISM*

*Michael Gimbalvo- NYSAGM*







**Spotted Lanternfly**  
*Lycorma delicatula*





When crushed, the leaves and all plant parts give off a strong, offensive odor



Protruding bumps  
on base of leaflets.



V shaped leaf  
scar



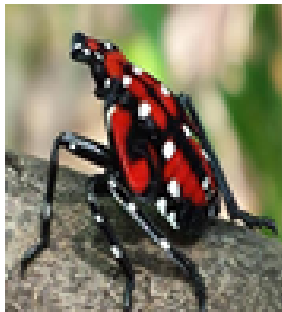
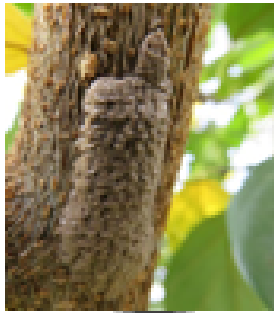
Bark resembles a  
cantaloupe



Samara are 1-2  
inches long  
with a single  
seed, and often  
hand through  
winter.

# Tree of Heaven

## *Ailanthus altissima*



Month	Eggs	1 <sup>st</sup> -3 <sup>rd</sup> instar	4 <sup>th</sup> instar	Adults
August				
September				
October				
November				
December				
January				
February				
March				
April				
May				
June				
July				

# Trapping

## Bag Trap



Photo: NJ Dept of Ag.

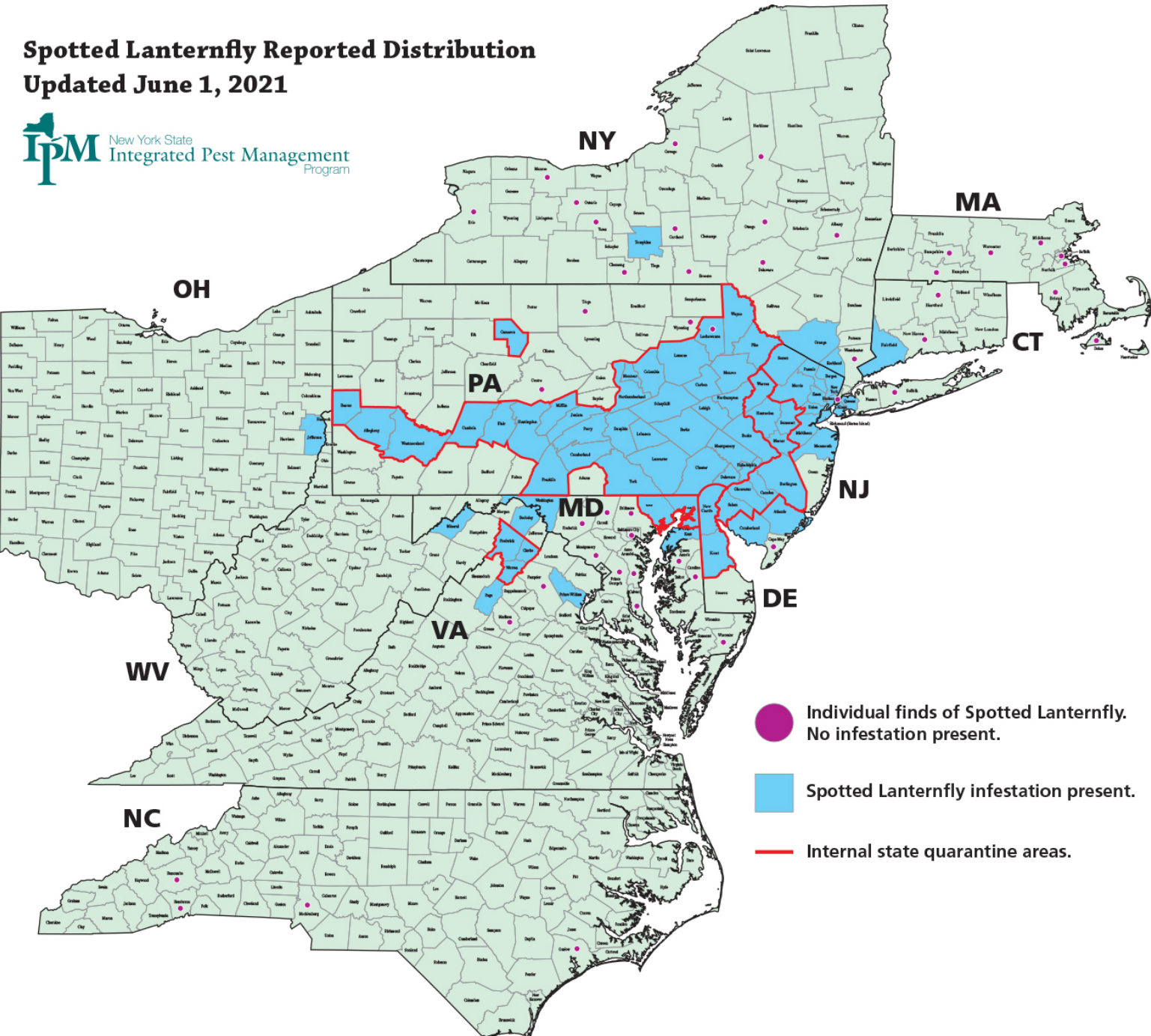
## Bug Barrier






Photo: Southern Organics & Supply



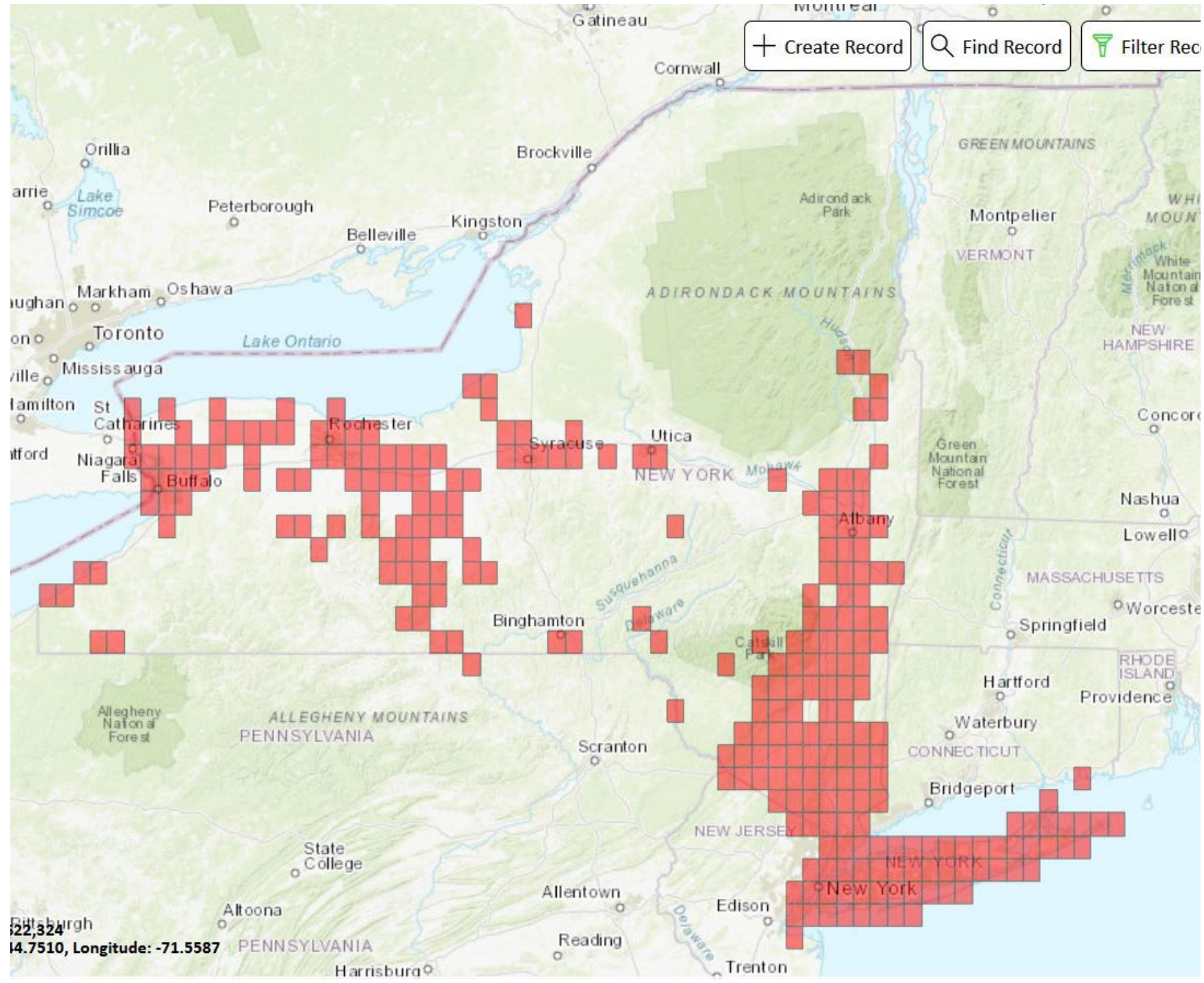
**Spotted Lanternfly Reported Distribution**  
**Updated June 1, 2021**



-  Individual finds of Spotted Lanternfly. No infestation present.
-  Spotted Lanternfly infestation present.
-  Internal state quarantine areas.

Staten Island,  
NY  
Orangeburg,  
NY  
Ithaca, NY  
Sloatsburg, NY  
Port Jervis, NY

# Confirmed Tree of Heaven reports in iMap Invasives

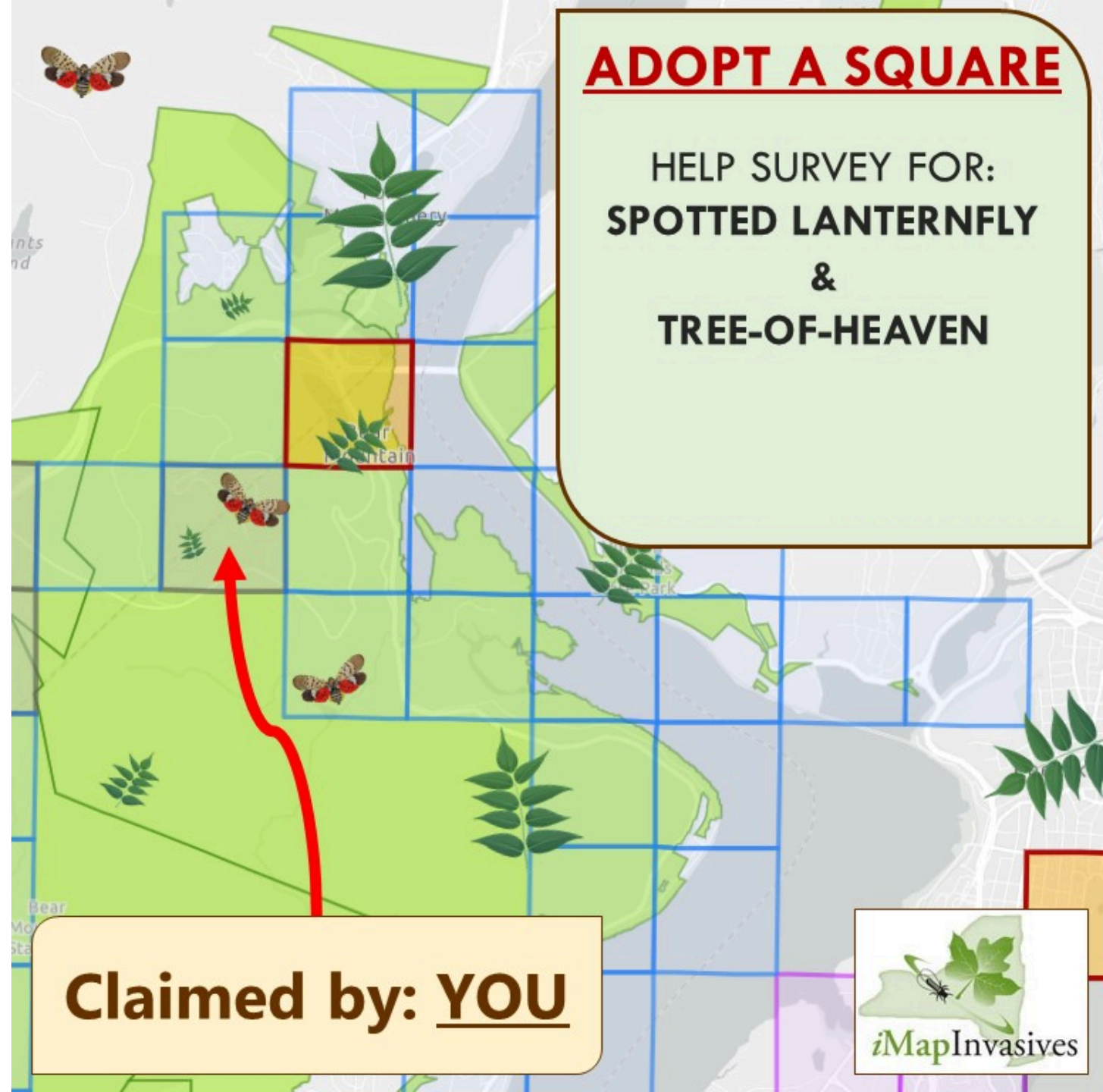




- **274** Adopted Statewide
- **3734** Unclaimed State-wide
- **12** Adopted in SLELO
- **326** Unclaimed in SLELO

Live Demo

[www.nyimapinvasives.org/slf](http://www.nyimapinvasives.org/slf)





# Step 3: Prep for surveying in your square

	iMap Mobile App	iMap Online	iMap Survey123
Managed By	NYNHP	NatureServe	NatureServe
Platform	Mobile App	Web App	Esri Survey123
Presence & not-detected records	✓	✓	✓
Treatment		✓	✓
Lines/Polygons		✓	✓
Functional without connectivity	✓		✓
Useable without ArcGIS online account	✓	✓	✓
Data upload process into iMap	Immediate	Immediate	Hourly Crosswalk
Confirmation Process	iMap Online	iMap Online	iMap Online

- Plan how you will report records out in the field *before* you survey

Full table online:  
[nyimapinvasives.org/report-an-invasive](https://nyimapinvasives.org/report-an-invasive)

# iMap help

[NYimapinvasives.org/training](http://NYimapinvasives.org/training)



**Self-Guided Training**

Would you like to get started with iMapInvasives or learn more about advanced data entry on your own? We've created several help documents and tutorials to get you started using iMapInvasives. More resources coming soon!

- Pre-training Homework
- Creating a record online
- Creating a record using the mobile app
- iMapInvasives Mobile
- Reporting Water Chestnut Pulls in iMap
- iMap Survey123 Forms

**More coming soon!**

For other resources including invasive species identification help, newsletters, lesson plans and more, visit our [Resources](#) page.

[View our recorded webinars](#)

[NYimapinvasives.org/slf](http://NYimapinvasives.org/slf)



**How to volunteer**

**Step 1: Set up an account with iMapInvasives**

- If you have not already, [create an iMapInvasives account](#)
- Log into iMapInvasives and [get your iMap account ID](#)

**Step 2: Select a grid cell to survey for SLI**

- Go to the [Sign-Up Your Survey](#) screen, choose your area and select a grid square to survey for SLI and TCM.
- Fill out the forms, including your [iMap account ID](#)

**Step 3: Prep for surveying in your square**

- You can view the [iMapInvasives iMap](#) and [iMapInvasives iMap](#) to see which grid cells you have selected.
- Survey locations are identified by SLI and TCM and which SLI/TCM squares are currently active.
- Select one or more locations within your grid square that are [suitable and safely accessible](#).
- For the [iMapInvasives Mobile App](#) on your phone and tablet or [iMapInvasives iMap](#) on your computer, you can view the [iMapInvasives iMap](#) and [iMapInvasives iMap](#) to see which grid cells you have selected.

**Step 4: Survey your square for SLI & TCM**

- Travel to one or more locations within your grid square that are [suitable and safely accessible](#).
- Survey for SLI and TCM - remember to check for SLI eggs, insects, or any other surface, water, or other natural objects, etc. [iMapInvasives iMap](#) and [iMapInvasives iMap](#) to see which grid cells you have selected.
- Use the [iMapInvasives Mobile App](#) to report.
- [iMapInvasives iMap](#) and [iMapInvasives iMap](#) to see which grid cells you have selected.
- [iMapInvasives iMap](#) and [iMapInvasives iMap](#) to see which grid cells you have selected.
- [iMapInvasives iMap](#) and [iMapInvasives iMap](#) to see which grid cells you have selected.

**Resources**

**Partnerships for Regional Invasive Species Management (PRISM)**

**Important info for volunteers**

**Guidelines for surveying**

- Only survey when open to the public. Review and follow all rules and regulations that pertain to the area you are surveying, including staying back from a stream.
- Stay alert and watch for surroundings when working around streams and roadsides. Only survey areas that are safely and safely accessible.
- Follow appropriate iMapInvasives protocols.

**Disclaimer**

- Please note that agencies and personnel are not obligated to accept any liability for any injury or damage.
- Water on the [Sign-Up Your Survey](#) screen for data entered here and submitted to the iMapInvasives.

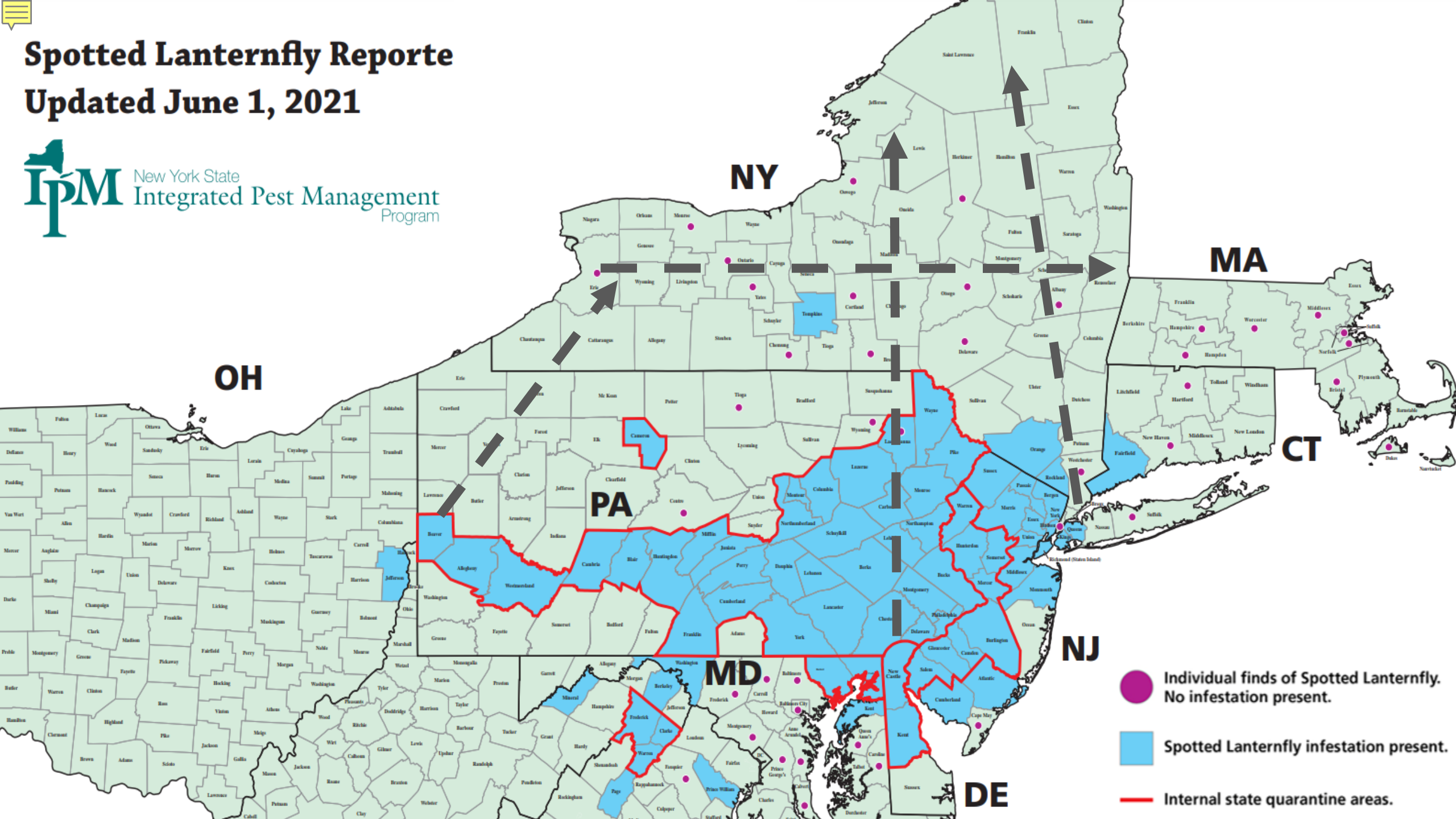
Questions? Email [imapinvasives@dec.ny.gov](mailto:imapinvasives@dec.ny.gov)

NY iMap helpdesk  
[imapinvasives@dec.ny.gov](mailto:imapinvasives@dec.ny.gov)



# Spotted Lanternfly Report

## Updated June 1, 2021



- Individual finds of Spotted Lanternfly. No infestation present.
- Spotted Lanternfly infestation present.
- Internal state quarantine areas.

Thanks for the  
Ride!



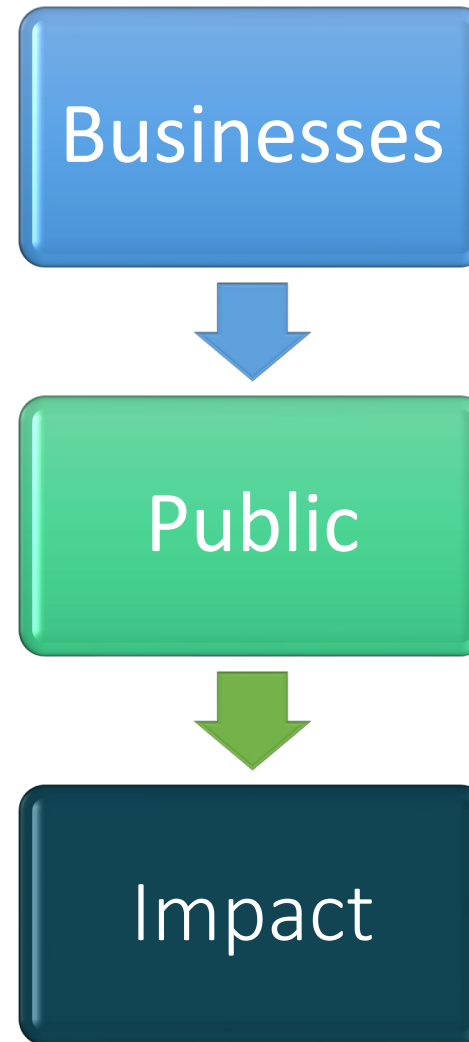


# SLF SPOTTERS



# Outreach Strategy

- Engage Businesses
  - *Gain Committment*
- Reach Target Audience
  - *Gain Committment*
- Measure Impact







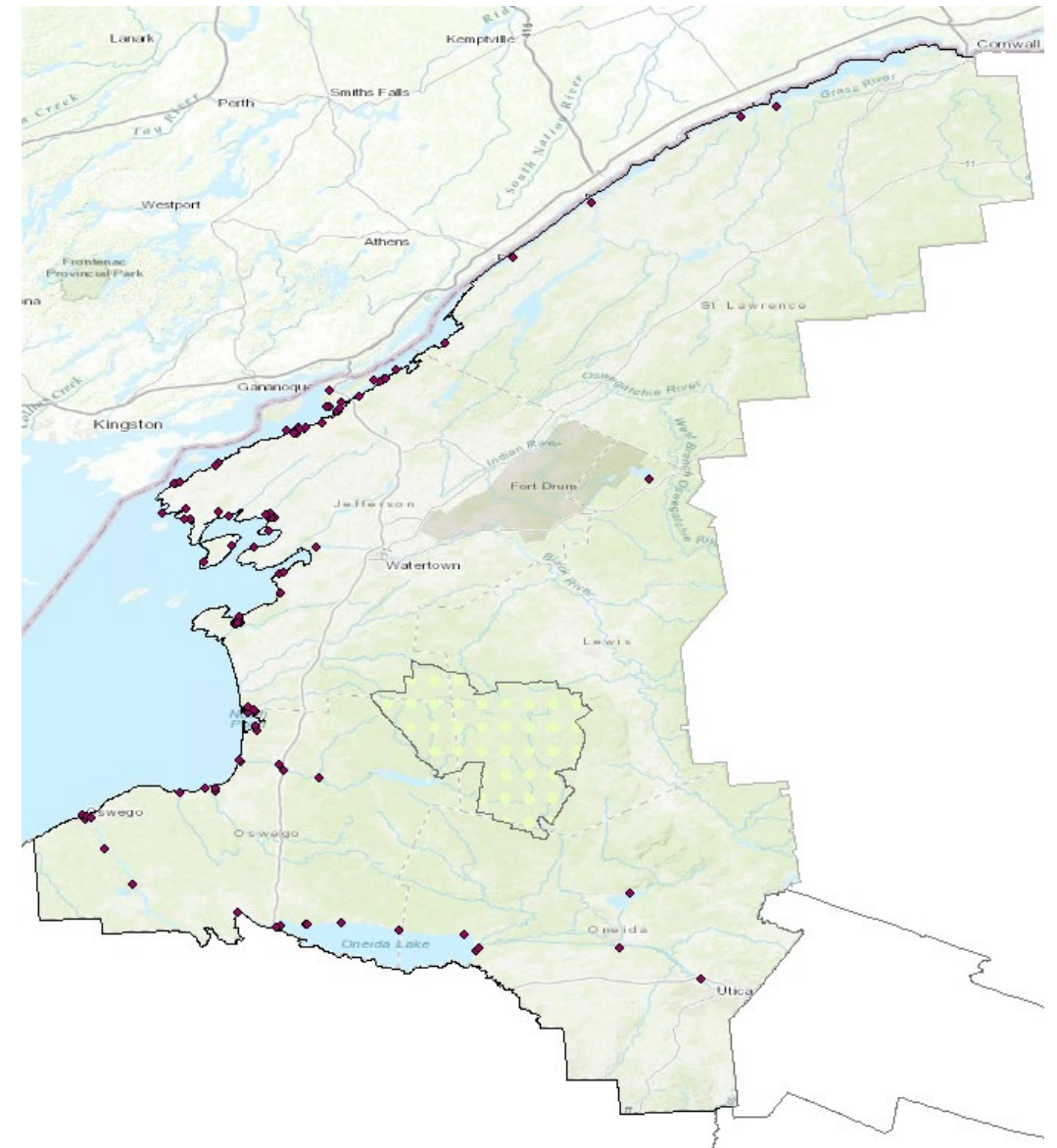
# \$51 Million

ESTIMATED ANGLER EXPENDITURES  
AT LOCATION FISHED IN OSWEGO  
AND JEFFERSON COUNTIES

NY Angler Survey Results *at the County Level*; 2017, Responsive Management. NYS DEC.



	A	B	C	D	E	F	G	H
1	Category	Type	Name	MWBI	Address; Stre	Address; Tov	County	Address; Zip
11	Business	Charter Boats	Trophy Angler Charters		6390 NY-12E	Three Mile B	Jefferson	13693 (Thre
12	Business	Charter Boats	Broad Horizons Guide and Charte		21 Lake St, PC	Oswego	Oswego	13126 (Osw
13	Business	Charter Boats	Lucky Dutchman Charters		266 NY-104B	Mexico	Oswego	13114 (Mex
14	Business	Charter Boats	Catfish Creek Fishing Camp		118 Chase Dri	New Haven 1	Oswego	13121 (New
15	Business	Charter Boats	Angling Adventures Lake Charter		87 Lewis St	Pulaski	Oswego	13142 (Pula
16	Business	Charter Boats	Catch-N-Release Charter and Gui		234 E 10th St	Oswego	Oswego	13126 (Osw
17	Business	Charter Boats	Double "D" Charters		28 Meeker Av	Minetto	Oswego	13115 (Min
18	Business	Charter Boats	Double Trouble Charters		636 Co Rte 48	Altmar	Oswego	13302 (Altm
19	Business	Fishing/Tackle	Fat Nancy's		3750 NY-13	Pulaski	Oswego	13142 (Pula
20	Business	Fishing/Tackle	All Seasons Sports, Inc.		3733 NYS Rte	Pulaski	Oswego	13142 (Pula
21	Business	Fishing/Tackle	App's Landing Bait and Tackle		7 App's Landir	Cleveland	Oswego	13042 (Clev
22	Business	Marina	Black River Bay Campground		16129 Foster	Dexter	Jefferson	13634 (Dext
23	Business	Marina	Clayton Marina Sales and Service		50 State St	Clayton 1362	Jefferson	13624 (Clay
24	Business	Marina	Thousand Islands Marina		34797 County	Cape Vincent	Jefferson	13618 (Cape
25	Business	Marina	Wagoner Sales and Service		47828 Wagon	Alexandria B	Jefferson	13607 (Alex
26	Business	Marina	Ledges Resort and Marina		71 Anthony St	Alexandria B	Jefferson	13607 (Alex
27	Business	Marina	Swan Bay Estates and Marina		43849 NY-12,	Alexandria B	Jefferson	13607 (Alex
28	Business	Marina	French Creek Marina		250 Wahl St.	Clayton 1362	Jefferson	13624 (Clay
29	Business	Marina	Bill and Jack's Marina		42088 Fishers	Fishers Landi	Jefferson	13641 (Fishe
30	Business	Marina	Chalk's Marina and Boat Sales		18221 Reed P	Fishers Landi	Jefferson	13641 (Fishe
31	Business	Marina	Hutchinson's Boat Works Inc.		27 Holland St.	Alexandria B	Jefferson	13607 (Alex
32	Business	Marina	Spicer Marine Basin		40467 NY-12	Clayton 1362	Jefferson	13624 (Clay
33	Business	Marina	Horizon Marina		22 Sisson St.	Alexandria B	Jefferson	13607 (Alex
34	Business	Marina	Anchor Marina		583 E. Broadv	Cape Vincent	Jefferson	13618 (Cape
35	Business	Marina	Precision Marine at Peos Bay		34477 NY-12E	Cape Vincent	Jefferson	13618 (Cape
36	Business	Marina	French Bay Marina		530 Theresa S	Clayton 1362	Jefferson	13624 (Clay
37	Business	Marina	Pier 225 Marina		835 Rees St.	Clayton 1362	Jefferson	13624 (Clay
38	Business	Marina	Islander Marina and Lodge		500 Theresa S	Clayton 1362	Jefferson	13624 (Clay
39	Business	Marina	St. Lawrence Restoration		411 Franklin S	Clayton 1362	Jefferson	13624 (Clay
40	Business	Marina	Boathouse Marine at Pier 65		39718 Pier 65	Clayton 1362	Jefferson	13624 (Clay
41	Business	Marina	Carnegie Bay Marina		46642 Anthor	Alexandria B	Jefferson	13607 (Alex
42	Business	Marina	Greene Point Marina & Mobile H		206 Greene P	Mannsville 1	Jefferson	13661 (Man
43	Business	Marina	Brennans Bay RV Resort & Marin		9240 Renshav	Mannsville 1	Jefferson	13661 (Man
44	Business	Marina	Lake Ontario Mariners Marina		12548 Eastma	Henderson	Jefferson	13650 (Henc
45	Business	Marina	Harbor's End Marina		8043 Co Rte 1	Henderson	Jefferson	13650 (Henc
46	Business	Marina	Harbor Marina		127 Co Rte 12	Henderson	Jefferson	13650 (Henc



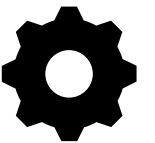


# Engaging Business

- Validate activeness
- Awareness of SLF
- Identifies % of out of state customers
- Willingness to participate
- Display needs



Special thank you to volunteer,  
Ed D., for helping us tackle  
this extensive effort!

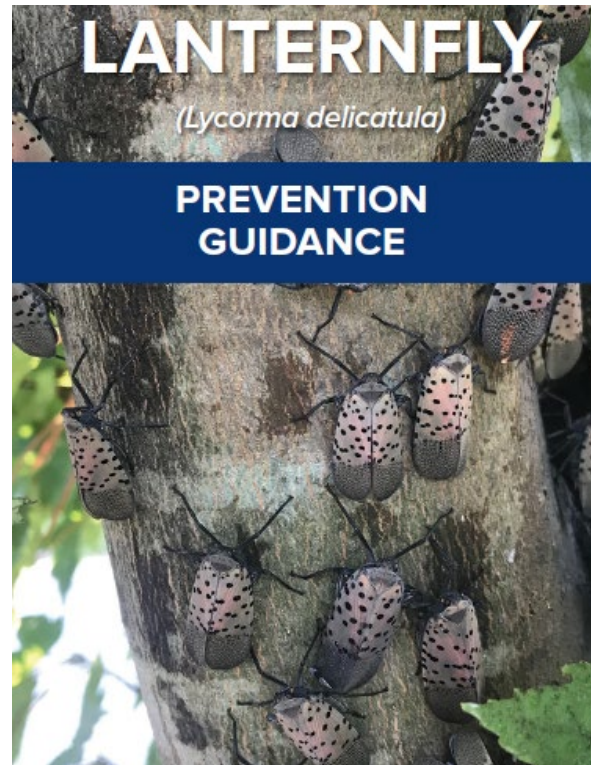
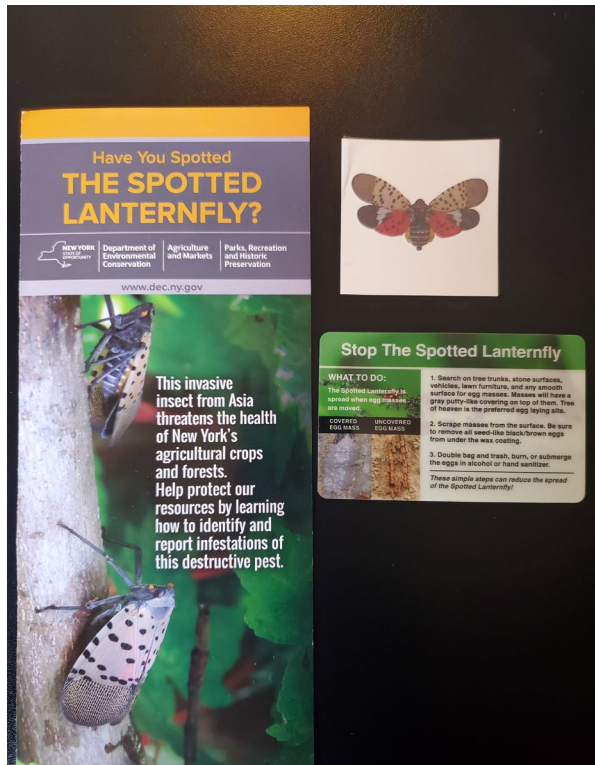




# SLF Outreach Materials

<https://www.sleloinvasives.org/slf-outreach-materials-order-form/>

Email order to: [Michael.Giambalvo@agriculture.ny.gov](mailto:Michael.Giambalvo@agriculture.ny.gov)





## Spotted Lanternfly Spotters

You can help prevent the spread.

Scan the QR code or learn how at:

[sleloinvasives.org/slfspotters](https://sleloinvasives.org/slfspotters)



Businesses



Public



Impact



## Spotted Lanternfly Spotters

Have You Received Spotted Lanternfly Information?



Spotted Lanternfly (SLF) is a top priority invasive species with a high spread potential most likely to be introduced to our region through our tourism industry. We are trying to reach out to the tourist community to learn your awareness of SLF and inform you of steps you can take to help prevent the spread of SLF. Please take a moment to answer the questions below to help us with this effort.

If you are traveling, list the city and state in which you are traveling. \*

List the business name or event in which you received Spotted Lanternfly (SLF) outreach materials? \*

Please indicate the type of business you received materials from.

- ☐ Charter captain/fishing Guide
- ☐ Marina
- ☐ Tackle/bait shop
- ☐ Restaurant/bar
- ☐ Fishing tournament
- ☐ Other

If you indicated "Other" above, please explain: \*

Please select materials you received \*

- ☐ Brochure
- ☐ Plastic info card
- ☐ Wallet sized card with QR code

Had you heard of Spotted Lanternfly before receiving the materials?

- ☐ Yes
- ☐ No

Spotted Lanternfly easily hitchhikes on recreational equipment. Please select the type of recreational equipment you will be transporting from your home state. \*

- ☐ Camper
- ☐ Motorboat

- Where materials were obtained.
- Where they traveled from.
- If any recreational gear was transported.
- Their willingness to check for and report SLF [spottedlanternfly@agriculture.ny.gov](mailto:spottedlanternfly@agriculture.ny.gov).



The Nature Conservancy  
269 Ouderkirk Road  
Pulaski, NY 13142  
(315)387-3600



INVASIVE SPECIES  
MANAGEMENT  
SAINT LAWRENCE  
EASTERN LAKE ONTARIO

Hello \_\_\_\_\_.

Thank you for agreeing to participate in the **Spotted Lanternfly Spotters** program.

You're in a unique position because many of your customers travel intra and interstate, which may create a higher potential of spreading the spotted lanternfly, impacting your business and others around you. Your participation in this program can help prevent the spread of spotted lanternfly by raising awareness about this insect.

Spotted lanternfly are an invasive insect that may impact our agricultural and tourist industry in NY and negatively affects the growth and fruit yields of over 70 different types of plants, such as grape vines, and apple trees. Our state stands to lose over \$350 million dollars in apple and grape crop revenue if spotted lanternfly becomes established in NY making it an important species for early detection.

Organizations around the state are working together to help prevent the spread of this invasive insect. Both dead adults and egg masses have been found in multiple counties in New York, though no viable populations have been established. Unfortunately, the spotted lanternfly may be spread by people traveling through states with established populations, such as Pennsylvania, New Jersey, Connecticut and Massachusetts.

In this package you shall find:

- Photo for recommended display - #
- Scraper Cards - #
- Tri-fold brochures - #
- Tattoos - #
- Wallet Cards - #
- Plastic Holder - #



[www.sleloinvasives.org/SLFSpottersBusiness](http://www.sleloinvasives.org/SLFSpottersBusiness)

Please respond to the following survey by scanning the QR code above or by visiting the following website. The survey will help us better serve your needs and help us improve our efforts. If you send us a photo of these materials displayed at your business, we will feature your business on our website and social media page.

Thank you for giving us an opportunity to reach your customers through this program.

Sincerely,

**Brittney Rogers**  
Aquatic Restoration and Resiliency Coordinator  
E: [Brittney.Rogers@TNC.org](mailto:Brittney.Rogers@TNC.org)  
P:(315) 387-3600 Ext. 7730

**Megan Pistolese**  
Education and Outreach Coordinator  
E: [Megan.Pistolese@TNC.org](mailto:Megan.Pistolese@TNC.org)  
P:(315) 387-3600 Ext. 7724



"Teaming Up To Stop The Spread of Invasive Species"

[www.sleloinvasives.org](http://www.sleloinvasives.org)

## Spotted Lanternfly Spotters Participating Businesses



The below form is intended for those who have received Spotted Lanternfly (SLF) outreach materials to distribute to customers. Thank you for your willingness to participate in this program. SLF is a top priority invasive species with a high spread potential most likely to be introduced to our region through our tourism industry and your participation may help reduce that potential. Please take a moment to answer the questions below to help us with this effort.

Your Name (required)

Your Email (required)

Business Name

Business Address

Date you received the materials?

Please select the percentage of customers that visit your business that are from out of state.

0-25%



Are you interested in adding spotted lanternfly information to your website?

Yes - please provide me with the information



Are you interested in displaying a decal at your business sharing your participation in this program?

Yes



Do you have any questions/comments regarding your participation in this program?

*Now's the Time to*  
**Spot Spotted Lanternfly**



Richard Gardner, BugWood.org

We'll be hangin' around all fall. If you spot us,  
 report us! [spottedlanternfly@agriculture.ny.gov](mailto:spottedlanternfly@agriculture.ny.gov)

**Camping or Glamping**  
**DON'T BRING FIREWOOD WITH YOU!**



Spotted Lanternfly  
 and many other  
 destructive Insects  
 and pathogens  
 might come along  
 for the ride.

**#DontMoveFirewood**

*Now's the Time to*  
**Spot Spotted Lanternfly**




Photo USDA APHIS

**Exposed  
eggs**

**Covered  
eggs**

Our egg-masses are subtle, and can be found on bark, rock  
 & many other surfaces. If you spot us, report us!  
[spottedlanternfly@agriculture.ny.gov](mailto:spottedlanternfly@agriculture.ny.gov)

# Media Toolkit

---



# SLF SPOTTERS



[www.sleloinvasives.org/spottedlanternflyspotters](http://www.sleloinvasives.org/spottedlanternflyspotters)





# Call For Collaboration

- Adopt a Grid Square-  
*iMapInvasives.org*
- Distribute SLF Outreach Materials-  
*utilize the SLF Spotters Program*
- Share Graphics from SLELO's  
Media Toolkit





**Michael Gimbalvo**  
**NYS Agriculture & Markets**  
**[Michael.Gimbalvo@agriculture.ny.gov](mailto:Michael.Gimbalvo@agriculture.ny.gov)**



**Megan Pistolese**  
**Education/Outreach Coordinator-SLELO PRISM**  
**[Megan.pistolese@tnc.org](mailto:Megan.pistolese@tnc.org)**