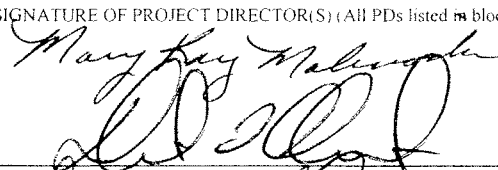
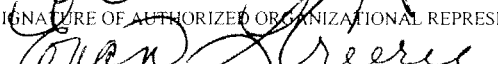


NORTHEASTERN IPM CENTER PROPOSAL COVER PAGE

| | | | | |
|--|---------------------------------------|---|--|---|
| 1. LEGAL NAME OF ORGANIZATION TO WHICH AWARD SHOULD BE MADE Office of Research Administration & Advancement | | 3. NAME AND TITLE OF AUTHORIZED ORGANIZATIONAL REPRESENTATIVE (AOR) Evan L. Crierie, Asst. Director | | |
| 2. ADDRESS (Give complete mailing address and Zip Code) University of Maryland 1200 Symons Hall College park, MD 20742 Prince Georges County | | 4. a. Telephone No.: 301-405-6269 | b. Fax Number: 301-314-9569 | c. E-mail Address: oraaonline@umresearch.umd.edu |
| | | 5. ADDRESS OF AOR (If different from Item 2.) Office of Research Administration & Advancement 3112 Lee Building University of Maryland, College Park, MD 20742 | | |
| 6a. TYPE OF PERFORMING ORGANIZATION (Choose 1 only) 01 <input type="checkbox"/> USDA Agency 02 <input type="checkbox"/> Other Federal Agency/Department 03 <input checked="" type="checkbox"/> 1862 Land-Grant University 04 <input type="checkbox"/> 1890 Land-Grant University (including Tuskegee Univ.) 05 <input type="checkbox"/> 1994 Land-Grant University 06 <input type="checkbox"/> Private University or College 07 <input type="checkbox"/> Non-Land-Grant Public University or College | | 6b. In addition, PLEASE CHECK ANY OF THE FOLLOWING THAT APPLY: <input type="checkbox"/> Alaska Native-Serving Institution <input type="checkbox"/> Cooperative Extension Service <input type="checkbox"/> Native Hawaiian-Serving Institution <input type="checkbox"/> Hispanic-Serving Institution <input type="checkbox"/> Historically Black College or University (other than 1890) <input type="checkbox"/> School of Forestry <input type="checkbox"/> State Agricultural Experiment Station <input type="checkbox"/> Tribal College (other than 1994) <input type="checkbox"/> Veterinary School or College | | |
| 7. TITLE OF PROPOSED PROJECT (100-character maximum, including spaces) Educating the Public with Plant, Turf, and Pest Posters. a Community IPM Working Group Project | | | | |
| 8. PROGRAM TO WHICH YOU ARE APPLYING Northeastern IPM Center – Partnership Grants – 2010 | | 9. TAX IDENTIFICATION NO. (TIN) 52-6002033 | 10. CONGRESSIONAL DISTRICT No. 5th | |
| 11. DUNS NO. (Data Universal Numbering System) (See http://www.grants.gov/applicants/org_step1.jsp for more information) 79-093-4285 | | 12. PROPOSED START DATE 5/1/2010 | 13. DURATION REQUESTED (# months) 12 months | |
| 14. TYPE OF REQUEST (Check only one) <input checked="" type="checkbox"/> New <input type="checkbox"/> Renewal <input type="checkbox"/> Supplement <input type="checkbox"/> Resubmission <input type="checkbox"/> Resubmitted Renewal <input type="checkbox"/> Continuing Increment <input type="checkbox"/> PD Transfer | | | 15. TOTAL FUNDS REQUESTED \$6426.00 | |
| 16. PROJECT DIRECTOR (PD) Mary Kay Malinoski | | 17. PD BUSINESS ADDRESS (INCLUDE DEPARTMENT/ZIP CODE) Home and Garden Information Center 12005 Homewood Rd. Ellicott City, MD 21042 | | |
| 18. a. PD Phone No.: 410-531-5568 | b. PD Fax No.: 410-531-5567 | c. PD E-mail Address: mkmal@umd.edu | | |
| 19. CO-PD(s) NAME(s) David L. Clement | INSTITUTION University of Maryland | STATE MD | TELEPHONE NUMBER 410-531-5556 | E-MAIL ADDRESS clement@umd.edu |
| 20. IS THIS A RESEARCH PROJECT THAT WILL INVOLVE RECOMBINANT DNA, HUMAN SUBJECTS, OR VERTEBRATE ANIMALS? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes (Submit the Assurance Statements form with your proposal) | | 21. WILL THIS PROJECT BE SENT OR HAS IT BEEN SENT TO OTHER FUNDING AGENCIES, INCLUDING OTHER USDA AGENCIES? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes (If yes, list Agency acronym(s) & program(s)) | | |
| By signing and submitting this proposal, the applicant is providing the required certifications set forth in 7 CFR Part 3017, as amended, regarding Debarment and Suspension and Drug-Free Workplace, and 7 CFR Part 3018 regarding Lobbying. Submission of the individual forms is not required. (Please read the Certifications included in this booklet before signing this form.) In addition, the applicant certifies that the information contained herein is true and complete to the best of its knowledge and accepts as to any award the obligation to comply with the terms and conditions of the Cooperative State Research, Education and Extension Service in effect at the time of the award. | | | | |
| SIGNATURE OF PROJECT DIRECTOR(S) (All PDs listed in blocks 16 or 19 must sign if they are to be included in award documents.)  | | | DATE 12/4/09 | |
| SIGNATURE OF AUTHORIZED ORGANIZATIONAL REPRESENTATIVE (Same as Item 3)  | | | DATE 12/14/09 | |

Northeastern IPM Center – IPM Partnership Grants – 2010 – Proposal Project Description

PD: Mary Kay Malinoski, and David L. Clement, HGIC, University of Maryland

**PROJECT TITLE: “Educating the Public With Plant, Turf and Pest Posters, a
Community IPM Working Group Project”**

PROJECT TYPE: REGIONAL IPM PUBLICATIONS

PROJECT SUMMARY

The Northeast Community IPM Working Group (CIPMWG) has been very active and successful in developing IPM content for web sites and colorful easy to read posters. This group’s primary focus is IPM in residential settings. This proposal of 3 new IPM poster series is based on prior success with dissemination of IPM information to the public through many settings on a national, regional, and local level. The 1st poster series will feature 5 trees, 5 shrubs, and 5 herbaceous perennials that are considered relatively pest free and low maintenance. These 15 plants will be widely adaptable across the mid Atlantic, Northeast, and North Central regions. The 2nd poster series will be a redesign of 8 “Growing Green Lawns” lawn care posters. These lawn posters will be more user friendly and easier to read. The topics range from which grass cultivars to plant, to fertilizer, and pest control. The 3rd poster series will be 5 posters on common pest control issues in the home such as rats, mice, cockroaches, ants, and bed bugs. This proposal will design and print 2 complete sets of posters that will also be available on the CIPMWG web sites (growinggreenlawns.org and bughelp.org). Order forms on the web sites will request use statistics and feedback on poster usefulness. Poster sets will be printed on durable, weather-proof material so that they will stand up to many uses and weather conditions. It is hoped that this project will increase effective IPM messaging to the public on low maintenance plants, proper lawn care, and common household pests and become adopted by nurserymen, landscape professionals, turf maintenance personnel and pest control operators.

BACKGROUND AND JUSTIFICATION

The Northeast Community IPM (CIPWG) working group has been active for many years developing IPM content that addresses residential land care, water quality, pests, and pesticide use issues in the Northeast. In the past two years the group has developed membership interest in structural IPM outreach and the momentum is growing. As a multi-state organization, the CIPM WG has the potential to be an outreach conduit to the general public, a task that has proven difficult to more restricted statewide IPM programs and individuals with state or county responsibilities, because the task is enormous and staff are limited. CIPMWG members aim to impact the awareness of IPM, the Regional IPM Centers, and cooperative extension programs for many new people.

Our main priority identified by the CIPMWG is IPM in residential settings.

The following are this year's priorities which are addressed by this proposal:

- Use diverse media to educate the public on implementing IPM in their homes, lawns, and landscapes.
- Develop creative tools for measuring the impact of public education related to IPM practices in residential settings on changes in awareness and behaviors of target audience.

Attractive, brightly colored, entertaining, and easy to read posters have proven to be a valuable educational outreach tool for the CIPMWG. Our group initially utilized the “Landscape Blooper” poster series that was displayed at the 2007 Philadelphia Flower Show. CIMPW members refined the messages on the posters.

Based on the success of the “Landscape Bloopers” an additional series of educational outreach posters were created by the CIPMWG. The content came from messages developed from the turf session of the CIPMWG sponsored “Green-Blue Summit”. The lawn care display content was the result of a national collaborative effort to build consensus among land grant universities, environmental groups, government, and private industry.

In 2008 the Working Group was invited to participate in the “One Planet – Ours! Sustainability for the 22nd Century” exhibit at the United States Botanic Garden (USBG) in Washington, D.C. The CIPMWG “Landscape Bloopers and “Growing Green Lawns” lawn care posters were placed in Bartholdi Park, adjacent to the USBG Conservatory. The head horticulturist chose the park because of the large numbers of people that spend quality time there. Approximately 250-300 people regularly have lunch there and spend time walking through the garden. Many visitors provided feedback to the USBG staff about how educational they found the 2 sets of posters. The USBG staff noted that visitors spent time reading the content, asking the staff questions, and also inquired about copies of the posters to use for various educational purposes. The posters also provided support to the garden staff while interacting with visitors.

The posters were displayed from Memorial Day through Columbus Day, 2008. This provided a huge opportunity to reach the public. The Garden received 750,000 visitors during this time. Working Group members participated in four family days and interacted with visitors, answering gardening questions, and asking visitors to vote on the posters they found to be the most helpful/educational. Family day visitors ranged from 3,000 – 3,600. Because of our participation in the 2008 exhibit, the USBG staff asked us to come up with a selection of posters that highlighted trouble-free plants for the landscape (“Expert Picks” plant posters).

The “Landscape Bloopers” and “Growing Green Lawns” posters have been displayed at extension field events in Rhode Island, New York, Pennsylvania, and Maryland. They were displayed at The Sixth National IPM Symposium at a CIPMWG sponsored workshop: “Reaching Out to the Public: Developing and Delivering Residential IPM Messages”. Many workshop participants from across the country expressed interest in using the posters for a variety of outreach events such as field days, fairs, farmers’

markets, etc. In addition, member Joellen Lampman of Audubon International led a pre-conference tour at Heron Lakes Golf Course. The tour utilized the posters as teaching aids and focused on the opportunities that golf courses have to teach homeowners about proper lawn care and environmental issues. Both sets of posters were utilized as part of the CIPMWG display at the 2009 Senate Earth Day event in Washington, DC. Most recently as part of the CIPMWG's Fall Meeting, members participated in an outreach project at Hick's Retail Nursery in Westbury, New York. A survey regarding a selection of the educational posters was conducted.

For further details, please refer to the 2007-2008 and 2009 Community IPM Working Group's Annual Progress Reports.

This proposal has wide applicability in all aspects to both the Northeast and North Central Regions and many nationally. The "Landscape Bloopers" poster series is based on common landscape mistakes that occur everywhere. The original set of "Growing Green Lawns" posters were based on information that was vetted through turf specialists throughout the Northeast and North Central regions. The GrowingGreenLawns.org web site is a joint project with the Northeastern and North Central regions and will house copies of the "Expert Picks" plant posters and the re-designed "Growing Green Lawns" posters. The structural pest control posters will be available for download via Bughelp.org and contain content that applies to all regions.

OBJECTIVES AND ANTICIPATED IMPACTS

The proposal will support the Community IPM Working Group's long term outreach and communications plan. To support this plan we will produce new educational outreach posters for landscape, lawns, and pest control.

Based on our prior success using posters, we are in the process of designing a new series of low input plant selection posters: "Expert Picks" Plant Posters. The "Growing Green Lawns" lawn care posters are being redesigned. A series of five pest posters are in the design process. We plan to produce electronic versions of all of the poster series. These will be made available for download/order from the working group's two web sites: GrowingGreenLawns.org and BugHelp.org. Additionally two sets of posters will be printed for use by working group members and for loan to extension groups for outreach events. All posters series will be marketed on the CIPMWG's web sites, Facebook page, and by members within the region. The electronic versions will be available to all regions for educational use.

ANTICIPATED IMPACTS

The National IPM Roadmap states under "Implementation and Adoption of IPM" that "...homeowners must willingly adopt IPM practices for these programs to reach their full potential. And the public must have information to fully understand these programs." The current focus of the Community IPM working group is residential IPM promotion and adoption. However, measuring impacts with the general public is very challenging.

| Activity | Impacts |
|--|--|
| New “Expert Picks’ sustainable plant posters | Create new messages about low-maintenance plants. Increased IPM and best practices adoption. |
| Redesign “Growing Green Lawns” posters | Create more effective messaging for the public. Increased IPM and best practices adoption |
| Structural pest posters | Simple messages improve urban and suburban audience understanding of how to identify and manage pests. Advertising the NEIPMC. We anticipate increased awareness of the Center and of IPM among those not usually targeted by IPM programs. Decreased pesticide use in the home (not directly measurable). |
| | |

APPROACH AND PROCEDURES

The proposal will support the Community IPM Working Group’s long term outreach and communications plan. To support this plan we will produce new educational outreach posters for landscape, lawns, and pest control.

Based on our prior success using posters, we are in the process of designing a new series of low input plant selection posters: “Expert Picks” Plant Posters. The “Growing Green Lawns” lawn care posters are being redesigned. A series of five pest posters are in the design process. We plan to produce electronic versions of all of the poster series. These will be made available for download/order from the working group’s two web sites: GrowingGreenLawns.org and BugHelp.org. Additionally two sets of posters will be printed for use by working group members and for loan to extension groups for outreach events. All posters series will be marketed on the CIPMWG’s web sites, Facebook page, and by members within the region. The electronic versions will be available to all regions for educational use.

1. “Expert Picks” Plant Posters.

This new sustainable plant poster project was started with seed money (\$1000) from University of Maryland Extension. Dave and Mary Kay coordinating the project the purpose of which is to develop a series of fifteen educational plant posters that focus on plants that have few if any pest problems and require little inputs. The posters will be formatted for multi-use: posters in retail nurseries, gardens, arboreta, and events. They will also be used as information sheets to give to the public. The plant selection list has been reviewed by specialists in horticulture from Cornell University, Longwood Gardens, Brookside Gardens, the United States Botanic Garden, the National Arboretum, and University of Maryland Horticulturists. Posters are in the design phase, final content and

design will be reviewed by the previously mentioned cooperators. Electronic versions will be made available for download on the Growing Green Lawns Web Site (GrowingGreenLawns.org). An order form will be available on the site to request use statistics from the individual who downloads copies of the posters. These statistics will include type of event, demographics, feedback, etc. This should provide valuable impact data on the poster outreach project.

We are seeking funding to print two sets of the posters for use by working group members and for loan to extension groups for outreach events. The posters will be printed on durable, weather-proof material so that they will stand up to many users and weather conditions. The printed posters will be used within the Northeast Region.

2. “Redesign and printing of Growing Green Lawns” Lawn Care Posters.

\$1500 in project seed money has been secured by Dave Clement and Mary Kay Malinoski to redesign the Lawn Care posters to make them more user-friendly and easier to read. The donor is Kevin Mathias of the Institute of Applied Agriculture of the University of Maryland. We will coordinate redesign of the posters with other Working Group members. Based on enthusiastic feedback from lawn care professionals and the public, the printed posters will be utilized in golf course settings, field days, and at other outreach events. Working group members David Clement and Mary Kay Malinoski have been asked to present on the “Growing Green Lawns” project at the 2010 Maryland Turfgrass Association Annual Meeting.

Electronic versions of these posters will be made available for download on the Growing Green Lawns Web Site. An order form will be available on the site to request use statistics from the individual who downloads copies of the posters. These statistics will include type of event, demographics, feedback, etc. This should provide valuable impact data on the poster outreach project.

We are seeking funding to print two sets of the newly redesigned Growing Green Lawns lawn care posters. As with the plant posters they will be printed on durable, weather-proof material so that they will stand up to many users and weather conditions. The printed posters will be used within the Northeast Region.

Both the “Expert Picks” plant posters and the “Growing Green Lawns” posters will be used a part of a tool kit for Audubon International members to use in outreach and education projects and in creating a case study. The toolkits will be available to members of the:

- Audubon Cooperative Sanctuary Program
- Audubon Cooperative Sanctuary Program for Golf Courses
- Green neighborhoods Program
- Sustainable Communities Program The posters will be made available for download on the redesigned Growing Green Lawns web site.

3. Printing and distribution of Structural Pest Management Posters.

Structural pest management posters will be finished in the first half of 2010, with inputs from entomologists, vertebrate biologists, structural pest management professionals, and average people to ensure the materials are understandable and effective. They will be marketed to residents for common pest control issues in the home, such as rats, mice, cockroaches, ants, and bed bugs. The posters will be made available to those who wish to use them and they will contain the web address: www.bughelp.org, which will be used to indirectly measure impact through site traffic. An order form will be available on the site to request use statistics from the individual who downloads copies of the posters. These statistics will include type of event, demographics, feedback, etc. This should provide valuable impact data on the poster outreach project. As with the other posters we are requesting funds to print two sets which will be printed on durable, weather-proof material so that they will stand up to many users and weather conditions. The printed posters will be used within the Northeast Region.

EVALUATION PLANS

Public outreach projects are inherently difficult to document impacts. Members of our group have consulted with evaluation specialists and several are members of the Northeast Evaluation Working Group. Online surveys will be developed and made available via the Community IPM Working Groups web sites: GrowingGreenLawns.org and Bughelp.org. An order form will be available on the site to request use statistics from the individual who downloads copies of the posters. These statistics will include type of event, demographics, feedback, etc. This should provide valuable impact data on the poster outreach project. In addition, individual surveys will be utilized at relatively small outreach events. We have found that at large events such as family days at the United States Botanic Garden, voting posters are much more manageable when manpower is limited. Voting posters are considered an activity and much less intrusive than surveys, but still provide valuable feedback. We also will continue to use photo documentation of the public reading posters at outreach events.

COOPERATION, INSTITUTIONAL UNITS INVOLVED, AND KEY PERSONNEL INVOLVED

Co-Leader of the Community IPM Working Group: Mary Kay Malinoski and member David L. Clement, Extension Faculty at the University of Maryland's Home and Garden Information Center, Ellicott City, MD. They will coordinate the project by distributing electronic versions to working group members for comment, overseeing editing, work with graphic designer, printer, and coordinate distribution of electronic and printed versions of the poster series.

Key Collaborator: Jody Gangloff-Kaufmann, Co-Leader of the Community IPM Working Group and Senior Extension Associate, IPM Specialist, Cornell University, Farmingdale, NY. She will represent the CIPMWG and other members on the project.

Letters of support are included from Jody Gangloff-Kaufmann as Co-Leader of the Community IPM Working Group, Joellen Lampman, CIPMWG member and representing Audubon International supporting the use of posters as part of an Audubon

International Tool Kit for educational purposes, and Ray Mimms, Conservation Horticulturist, United States Botanic Garden, supporting production of the new plant poster series.

LITERATURE CITED

Northeastern IPM Center Partnership Grants Program Community IPM Working Group Progress Report for late 2008-2009. 9pp.

<http://northeastipm.org/iwg/community/CommunityIPMWorkingGroupReport2009.pdf>

Northeastern IPM Center Partnership Grants Program Community IPM Working Group Progress Report for 2007-2008. 8pp.

<http://northeastipm.org/iwg/community/CommunityIPMWorkingGroupReport2008.pdf>

Curriculum Vitae

Mary Kay Malinoski, M.S.

Regional Specialist, Home and Garden Information Center, Cooperative Extension Service,
University of Maryland, 12005 Homewood Road, Ellicott City, MD Since 1990.

1990-Present

Current Rank: Principal Agent (2008)

Educational Background

1982, University of California, M.S., Pest Management

1980, University of Delaware, B.S. Ag., Entomology

Books: 1

Books Edited: 1

Chapters in Books: 4

Articles in Refereed Journals: 5

Fact Sheets: 86 print and online.

Reports: 22

Trade Publications: 24

Talks and Posters presented at Professional Meetings: 47

Contributed Talks and Posters Presented at Professional Meetings: 14

Proceedings: 11

Workshops: 6

Other Talks and Presentations: 114

Video Tapes: 1

Web Sites: Conceptualized, designed, manage, write, program and prepare digital images for
HGIC's Plant Diagnostic Web Site.

Contracts and Grants: 21

Co-Leader of Northeast Community IPM Working Group.

Major Programs

Serve as the resource person in the areas of Entomology and IPM for horticulture consultants at the center, regional specialists, Master Gardener volunteers, the general public and other extension professionals. Analyze the entomological problems of the public based on calls to the center and requests from center staff and develop fact sheets, web-based materials and other educational materials for statewide use. Collaborate with other regional specialists to develop interdisciplinary educational materials, demonstration gardens, TV, radio, national and regional meetings, field days and web-based projects. Participate in plant clinics to diagnose problems and train consultants and Master Gardeners in IPM.

Serve as web master for Plant Diagnostic and Pest Threats web sites. Manage, write, program, and prepare images Plant Diagnostic and Pest Threats web sites, selection, digitizing, and editing of photographs, writing and editing of text for diagnostic portions of both sites.

Synoptic CV for David L. Clement

Personal Information

- M.S., Plant Virology from Rutgers University, New Brunswick, NJ.
- Ph.D., Plant Virology from Purdue University, West Lafayette, IN.
- Regional Specialist in Plant Pathology for University of Maryland Extension.

Scholarship

- 115 publications: 2 books, 2 books edited, 11 chapters in books, 6 articles in refereed journals, 28 extension reports, 18 chapters in extension bulletins, 32 numbered and reviewed extension fact sheets, 15 reviewed extension information sheets, 1 trade publication, 6 newspaper question and answer columns, 33 radio programs, 16 television programs, 12 homeowner and 485 green industry newsletters.
- 62 talks and posters at international, national, and regional professional meetings, and 6 refereed conference proceedings.

Grants and Contracts:

- \$295,996 for 36 solicited grants and 3 projects.

Teaching

- 196 courses to over 3,000 Master Gardeners, 116 courses to over 7,000 commercial nurserymen and landscape professionals, 57 courses to over 2000 members of clubs, societies, and the general public.
- 284 First Detectors, Wiki pages on Oak Wilt, 2 webinars for Master Gardeners.

Awards

- 3 Awards: USDA Group Honor Award, Excellence in Leadership Award, and Student Mentor Certificate.

Service

- Vice president (2002) and president (2003) of Potomac Division, APS.
- 3 chairmanships for national and regional meetings: Diseases of Ornamental Plants and Turfgrass Committee, National APS Meetings, Montreal, Canada; Paper Session on Methods and Techniques, Albuquerque, NM; and the 55th annual meeting of the Potomac Division, APS, 2 national committees: Training and Education Committee for the National Plant Diagnostic Network, and Organizing/Planning Committee for the Sixth International IPM Symposium-Transcending Boundaries, Portland, OR., 3 regional and state committees: Maryland Invasive Species Council, Community (MISC) Community IPM Working Group for Northeast Pest Management Center, and the Emerald Ash Borer (EAB) Task Force.
- 2 technical grant review panels: the Southern Region IPM Enhancement Grants Review Program and North Central Region IPM Enhancement Grants Review Program.
- Invited contributor to Federal Hearing and Stakeholder Meeting for the Animal Plant Health Inspection Service (APHIS)-Plant Protection and Quarantine (PPQ) implementation plan for the 2009 Federal Farm Bill.
- 20 university committees, 7 local, regional and state committees.

Major Program

Serve as a state wide Regional Specialist in plant pathology and environmental horticulture programs. Major emphasis is the management of plant diseases through integrated pest management (IPM) strategies. Coordinate, develop, publish and deliver educational programs to the general public, Master Gardeners, Extension faculty and the Green Industry across the state.

Work with faculty and staff at HGIC as part of an interdisciplinary team on the development of traditional extension educational materials as well as new or novel techniques with electronic media. Participate in professional societies, meetings, and committees. The Home and Garden Information Center (HGIC) was established in 1989 to provide up to date environmental horticulture information to the general public. As Maryland's urban and suburban population has grown, so has the need to provide these burgeoning audiences with environmental horticulture information they can use in their homes and gardens. The Center provides information on environmental horticulture questions via a toll free phone number to Maryland residents. Access to Extension information is available 24 hours a day through pre-recorded, self-help problem diagnosis tapes. Phone consultants are available to assist the public five days a week. Regional specialists in horticulture, plant pathology and entomology were created to serve as resource personnel, develop educational materials, train horticulture consultants and master gardener volunteers and operates the center. Faculty collaborates in development and delivery of interdisciplinary educational materials and cooperates on demonstration gardens, TV, radio, video tapes, web pages, professional meetings, field days, and applied research projects.



Cornell University
New York State
Integrated Pest Management Program

Jody Gangloff-Kaufmann, Ph.D.
IPM Extension Area Educator

228 Thompson Hall
Farmingdale State College
Farmingdale, NY 11735
Phone: 631-420-2022
Fax: 631-420-2766
E-mail: jl23@cornell.edu
www.nysipm.cornell.edu

November 30, 2009

Mary Kay Malinoski
Regional Specialist, Entomology – IPM
University of Maryland
Home and Garden Information Center
12005 Homewood RD
Ellicott City, MD 21042

Dear Mary Kay,

This letter is to express my very strong support for the proposal titled “Educating the Public with Plant, Turf and Pest Posters; a Community IPM Working Group Project” and I agree to be a cooperator in this effort. Also, I represent the Community IPM Working Group in support of this project as a collaborative effort. As previous poster efforts were successful and generated lots of interest among botanical gardens and cooperative extension agents, I anticipate the new posters to be even more popular. I will help write, edit, design, promote and distribute posters as needed.

Sincerely,

A handwritten signature in cursive script that reads "Jody Gangloff-Kaufmann".

Jody Gangloff-Kaufmann
IPM Specialist
NYS IPM Program, Cornell University

AUDUBON INTERNATIONAL

**Audubon International
Headquarters**

46 Rarick Road
Selkirk, NY 12158
Phone: 518-767-9051
Fax: 518-767-9076

www.auduboninternational.org

**Audubon Cooperative
Sanctuary Programs**

46 Rarick Road
Selkirk, NY 12158
Phone: 518-767-9051
Fax: 518-767-9076

**Audubon Signature
Programs Office**

230 Second Street, Suite 311
Henderson, KY 42420
Phone: 270-869-9419
Fax: 270-869-9956

November 23, 2009

Mary Kay Malinoski
University of Maryland
Home and Garden Information Center
12005 Homewood RD
Ellicott City, MD 21042

Dear Mary Kay,

Audubon International is a not-for-profit, 501(c)(3), environmental education organization dedicated to educating, assisting, and inspiring millions of people from all walks of life to protect and sustain the land, water, wildlife, and natural resources around them. Audubon International helps people help the environment by:

- Offering education and conservation assistance programs that engage people in good environmental stewardship and sustainable resource management;
- Working with developers, planners, and architects to design and build new developments in concert with the natural landscape, water resources, and significant environmental features of the site to be developed;
- Spearheading sustainable community initiatives and collaborative strategic planning with towns and communities;
- Educating the general public about the need for all citizens to practice good environmental stewardship and contribute to a more sustainable future.

We are always on the lookout for new tools to help our members and see the educational posters as being valuable from an outreach perspective. I plan on creating a toolkit for members that will provide them with access the posters, instructions for incorporating them into outreach and education projects, and creating a case study. These toolkits would be available to members of the:

- Audubon Cooperative Sanctuary Program
- Audubon Cooperative Sanctuary Program for Golf Courses
- Green Neighborhoods Program
- Sustainable Communities Program

I look forward to our continued cooperation through the Community IPM Working Group and expanding the distribution of the educational materials the group has created.

Sincerely,

Joellen Lampman
Program Manager



November 23, 2009

Ms. Mary Kay Malinoski
University of Maryland
Home and Garden Information Center
12005 Homewood Road
Ellicott City, MD 21042

Dear Mary Kay,

As requested, I wanted to confirm that I support the idea of the “bullet proof plant project” being pursued by the University of Maryland Extension working with the NE Community IPM Working. We often have visitors looking recommendations for the best plants for their area. Having this information and posters of ‘expert pick of bullet proof plants’ in Zones 5, 6, and 7 will be a great asset for public gardens, parks, Master Gardeners and extension agents. The idea of unveiling these on Earth Day 2010 works well!

Having worked with this same group last year on the turf and landscape blooper project I can attest that we had a very positive outcome and this, along with electronic availability, seemed to be a very effective way to reach the public at a time when they are aware of their questions.

If I can be of additional assistance, don’t hesitate to let me know.

A handwritten signature in black ink that reads "Ray T. Mims Jr.".

Ray Mims
Conservation and Sustainability

245 First Street, SW Washington, DC 20024



UNIVERSITY OF MARYLAND

INSTITUTE OF APPLIED AGRICULTURE

2123 Jull Hall, Building 227
College Park, Maryland 20742-2525
301.405.4685 TEL 301.314.9343 FAX
<http://iaa.umd.edu>

December 9, 2009

Mary Kay Malinoski
Regional Specialist, Entomology-IPM
University of Maryland
Home and Garden Information Center

Dear Mary Kay,

This letter is to confirm our commitment to fund the educational poster project in support of your proposal to the Northeast IPM. The funding amount that is committed to this effort is \$1,500.00. I believe this project will increase the awareness of Best Management Practices in lawn care operations to both the homeowner and many of our lawn and landscape care providers in Maryland. If you have any questions regarding this support letter please feel free to contact me at 301-405-4692 or e-mail at jkm@umd.edu.

Sincerely,

A handwritten signature in black ink that reads "J. Kevin Mathias". The signature is written in a cursive style with a large, sweeping initial "J".

J. Kevin Mathias
Turfgrass Instructor &
Extension Specialist

| NORTHEASTERN IPM CENTER — PARTNERSHIP GRANT PROPOSAL — BUDGET | | | | |
|---|------------------------------------|--|-----------------|--|
| <i>See the "Instructions" worksheet tab</i> | | | | |
| Project Director (PD) | | | | |
| Name: Mary Kay Malinoski, David L. Clement | | | | |
| Title: Extension Specialist | | | | |
| Authorized Organizational Representative | | | | |
| Name: Antoinette Lawson | | | | |
| Title: Associate Director | | | | |
| ORGANIZATION AND FUNDING ADDRESS | | WHICH YEAR DOES THIS BUDGET FORM COVER? | | |
| University of Maryland | | <input checked="" type="checkbox"/> Summary <input checked="" type="checkbox"/> Year 1 <input type="checkbox"/> Year 2 | | |
| 1200 Symons Hall | | <i>For one-year projects, check both Summary and Year 1</i> | | |
| College Park, MD 20742 | | <input type="checkbox"/> Subcontract Budget | | |
| PROPOSED PROJECT DURATION | | 12 | MONTHS | |
| A. Salaries and Wages | | Number of Work Months | | FUNDS REQUESTED by Proposer (use whole dollars) |
| | | To Be Funded | | |
| 1. Number Of Senior Personnel | | Calendar | Academic | Summer |
| a. ____ | PD and Co-PDs | | | |
| b. ____ | Senior Associates | | | |
| 2. Number of Other Non-Faculty Personnel | | | | |
| a. ____ | Research Associates/Postdoctorates | | | |
| b. ____ | Other Professionals | | | |
| c. ____ | Paraprofessionals | | | |
| d. ____ | Graduate Students | | | |
| e. ____ | Prebaccalaureate Students | | | |
| f. ____ | Secretarial-Clerical | | | |
| g. ____ | Technical, Shop and Other | | | |
| Total Salaries and Wages in Part A | | | | \$ - |
| B. Fringe Benefits (If charged as Direct Costs) | | | | |
| C. Total Salaries, Wages, and Fringe Benefits (A plus B) | | | | \$ - |
| D. Nonexpendable Equipment (Attach supporting data. In the Budget Narrative, list items and dollar amounts for each item.) | | | | |
| E. Materials and Supplies | | | | |
| F. Travel | | | | |
| G. Publication Costs/Page Charges | | | | \$5,040 |
| H. Computer (ADPE) Costs | | | | |
| I. Student Assistance/Support (Scholarships/fellowships, stipends/tuition, cost of education, etc. Attach list of items and dollar amounts for each item.) | | | | |
| J. All Other Direct Costs (In your budget justification, list items and dollar amounts, and provide supporting data for each item.) | | | | |
| K. Total Direct Costs (C through J) | | | | \$ 5,040 |
| L. F&A/Indirect Costs (If applicable, specify rate(s) and base(s) for on/off campus activity in the budget narrative. Where both are involved, identify itemized costs included in on/off campus bases.) | | | | \$1,386 |
| M. Total Amount of This Request (K plus L) | | | | \$ 6,426 |

Adapted from form CSREES-2004 (10/2009)

**Northeastern IPM Center – IPM Partnership Grants – 2010 – Proposal
Budget Justification**

**PD: Mary Kay Malinoski, and David L. Clement, HGIC, University of Maryland
Project Title: Educating the Public With Plant, Turf and Pest Posters, a Community IPM
Working Group Project**

Budget Justification

This proposal of 3 new IPM poster series is based on prior success of the Northeast Community IPM Working Group (CIPMWG) with dissemination of IPM information to the public through many settings on a national, regional, and local level. The 1st poster series will feature 5 trees, 5 shrubs, and 5 herbaceous perennials that are considered relatively pest free and low maintenance. These 15 plants will be widely adaptable across the mid Atlantic, Northeast, and North Central regions. The 2nd poster series will be a redesign of 8 “Growing Green Lawns” lawn care posters. The 3rd set of 5 posters will be common pest control issues in the home such as rats, mice, cockroaches, ants, and bed bugs. Posters that will also be available as downloadable pdf’s on the CIPMWG web sites (growinggreenlawns.org and bughelp.org). Order forms on the web sites will request use statistics and feedback on poster usefulness.

No salaries and wages are requested. PD’s will oversee completion of project

The requested funds of \$6426 are to cover Printing of 2 sets of 28 educational posters on special laminated paper: \$80 each for a total of \$4480, 16 hours of print prep and retouching \$480, and delivery charge \$80. Attached is cost analysis from MMgraph, llc. The PD’s have had many successful experiences with her work over 18 years.

- A. Publication Costs: \$5040
- B. Indirect Costs: \$1386 (equals $\$5040 \times .275 = \1386). The University of Maryland off-campus rate is 27.5%.
- C. Total Costs: \$6426

**NORTHEASTERN IPM CENTER
IPM PARTNERSHIP GRANT APPLICATION 2010
CURRENT AND PENDING SUPPORT FORM**

Instructions:

1. Record information for active and pending projects, including this proposal. (Concurrent submission of a proposal to other organizations will not prejudice its review.) Complete a form for each PD and Co-PD who will receive funds if this proposal is funded.
2. All current efforts to which project director(s) and other senior personnel have committed a portion of their time must be listed, whether or not salary for the person involved is included in the budgets of the various projects.
3. Provide analogous information for all proposed work which is being considered by, or which will be submitted in the near future to, other possible sponsors including other USDA programs.

PROJECT DIRECTOR OR CO-PD NAME: David L. Clement .

| NAMES | SUPPORTING AGENCY AND AGENCY ACTIVE AWARD/PENDING PROPOSAL NUMBER | TOTAL \$ AMOUNT | EFFECTIVE AND EXPIRATION DATES | % OF PD TIME COMMITTED | TITLE OF PROJECT |
|--|---|-----------------|--------------------------------|------------------------|--|
| ACTIVE PROJECTS: David L. Clement, Mary Kay Malinoski | USDA, CSREES Award Number: 5-25235 | \$30,000 | 6/1/2008- 5/31/2011 | 0 | Development of Three IPM Field Guides for Broadleafed Woodies, Needled Evergreens and Herbaceous Ornamentals |
| PENDING PROJECTS: Mary Kay Malinoski David L. Clement | Northeastern IPM Center – Partnership Grants, Regional IPM Publications | \$6426 | 5/1/2010 – 4/30/2011 | 0 | Educating the Public with Plant, Turf, and Pest Posters, a Community IPM Working Group Project |

**NORTHEASTERN IPM CENTER
IPM PARTNERSHIP GRANT APPLICATION 2010
CURRENT AND PENDING SUPPORT FORM**

Instructions:

1. Record information for active and pending projects, including this proposal. (Concurrent submission of a proposal to other organizations will not prejudice its review.) Complete a form for each PD and Co-PD who will receive funds if this proposal is funded.
2. All current efforts to which project director(s) and other senior personnel have committed a portion of their time must be listed, whether or not salary for the person involved is included in the budgets of the various projects.
3. Provide analogous information for all proposed work which is being considered by, or which will be submitted in the near future to, other possible sponsors including other USDA programs.

PROJECT DIRECTOR OR CO-PD NAME: Mary Kay Malinoski

| NAMES | SUPPORTING AGENCY AND AGENCY ACTIVE AWARD/PENDING PROPOSAL NUMBER | TOTAL \$ AMOUNT | EFFECTIVE AND EXPIRATION DATES | % OF PD TIME COMMITTED | TITLE OF PROJECT |
|--|---|-----------------|--------------------------------|------------------------|--|
| ACTIVE PROJECTS: David L. Clement, Mary Kay Malinoski | USDA, CSREES Award Number: 5-25235 | \$30,000 | 6/1/2008- 5/31/2011 | 0 0 | Development of Three IPM Field Guides for Broadleafed Woodies, Needled Evergreens and Herbaceous Ornamentals |
| PENDING PROJECTS: Mary Kay Malinoski David L. Clement | Northeastern IPM Center – Partnership Grants, Regional IPM Publications | \$6426 | 5/1/2010 – 4/30/2011 | 0 | Educating the Public with Plant, Turf, and Pest Posters, a Community IPM Working Group Project |

Northeastern IPM Center Partnership Grants Program Community IPM Working Group Progress Report for 2007-2008

A. Grant Data

- Grant #:8705
- Title: Northeastern IPM Center Community IPM Working Group Plan of Work for 2007-2008
- Type: IWG
- Lead investigator: Jody Gangloff-Kaufmann, IPM Area Specialist, NY State IPM Program, Cornell University, 228 Thompson Hall, Farmingdale State University, Farmingdale, NY 11735
- Co-Project Director: Mary Kay Malinoski, Home and Garden Information Center, University of Maryland Extension
- States involved: Working Group members from Maryland, Massachusetts, New York, Pennsylvania, Rhode Island, and Washington D.C.
- Funding Year: 2007-2008
- Funding amount: \$20,000

B. 2007-2008 Summary. This grant details the plan of work for the NEIPM Center Community IPM Working Group. Members represent the broad range of stakeholders that are covered in the Community IPM area. They have been proactive in passing information from the Center to their own organizations and peers. This serves to engage stakeholders with the Northeastern IPM Center and among the diverse stakeholders in Community IPM. The Community Working Group addresses priorities covered in one of the primary focus areas in the National IPM Road Map: “residential and public areas”. “The greatest general population exposure to pests and the tactics used to control them occurs where people live, work and play.”

The Community IPM Working Group and many partners created a new sustainable lawn care poster display and updated the “landscape bloopers” posters (from 2007) for participation in the “One Planet – Ours” exhibit at the United States Botanic Gardens in Washington, D.C. which ran from Memorial Day through Columbus Day, 2008. We also partnered with the North Central Region to design a bus banner on sustainable lawn care for the Montgomery County, MD transit system which was displayed on 250 buses from mid-August through mid-October, 2008 with a daily ridership of 140,000.

The group held three face-to-face meetings: October, 2007, June 2008, and September, 2008. The October, 2007 meeting was held in Geneva, New York and focused on prioritizing and crafting messages from the Green-Blue Summit held in July, 2007. The group also decided on new research and extension priorities.

The June meeting was held in Annapolis, Maryland and focused on the United States Botanic Garden displays and meeting with Direct Media on transit outreach opportunities. The September, 2008 meeting was held near Burlington, Vermont. Topics included working with the North Central Region’s Consumer Horticulture Group and expansion of the outreach posters and transit projects.

C. Objectives 2008.

1. **The Community IPM Working Group will develop an outreach/communications plan to extend and develop novel ways of educating the public on implementing IPM in their homes, lawns, and landscapes.**

The working group collaborated on developing an outreach/communications plan for residential IPM. The primary goal has been and is to develop a common language for IPM recommendations and the compilation of effective outreach methods to deliver them to residents, pest control and landscape/lawn care companies.

2. **Continue the joint effort by the Working Group and the Western IPM Center to organize a national conference call of people interested in pursuing the issue of residential structural pest management impacts on water quality and other environmental parameters.**

The Western and Northeastern IPM Centers organized an on-going series of national conference calls pursuing the topic of structural pest management impacts on water quality and other environmental parameters.

3. **The working group will organize several mini symposia or workshops and a roundtable for the Sixth National IPM Symposium, March 2009, Portland, Oregon.**

Working group members have had three workshops and one mini-symposia accepted for the Sixth National IPM Symposium.

They are:

- “Structural pest Control and Water Quality:Issues, Needs, Approaches, Collaborations” – workshop organized by Lynn Braband
- “It’s Not Easy to be Simple – Delivering IPM Lawn Care Outreach Messages” – workshop organized by Mary Kay Malinoski, Rick Johnson, and David Clement.
- “Tools for Fostering IPM Success in Residential Environments” – workshop organized by Lori Bushway.
- “Bed Bugs and Public Health” – mini-symposia organized by Jody Gangloff-Kaufmann, Steve Jacobs, and others.

4. **Investigate the possibility of organizing a follow-up to the successful Green-Blue Summit.**

The Working Group has discussed the possibility of a follow-up to the Green-Blue Summit, July, 2007. No concrete plans have been made, but the idea will be discussed with the North Central Region as a possible joint project.

D. Working Group Membership.

Leaders:

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Jody Gangloff-Kaufmann
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www.auduboninternational.org

E. Progress.

All four objectives for 2007 and 2008 objectives were met and some are in progress. Working Group business was conducted via e-mail ("mail reflector" listserv through the University of Maryland), numerous conference calls, phone conversations, and three meetings. The group held three face-to-face meetings: October 3-4, 2007, June 12-13, 2008, and September 18-19, 2008. The October, 2007 meeting was held in Geneva, New York and focused on prioritizing and crafting messages from the Green-Blue Summit and included a tour of the Experiment Station and Cornell Plantations. The group also decided on new research and extension priorities. The June meeting was held in Annapolis, Maryland and focused on the United States Botanic Garden displays and meeting with Direct Media on transit outreach opportunities. The September, 2008

meeting was held at the Basin Harbor Resort, Vergennes, Vermont. Sue Ratcliffe, Director of the North Central IPM Center attended to represent their region and discuss ways our working groups can collaborate including expansion of the outreach posters and transit projects. The Basin Harbor Resort is a certified Audubon Sanctuary and a tour was led by a resort staff member and Joellen Lampman of Audubon International.

F. Results.

Outreach and Communications Plan:

The Green-Blue Summit, July 2007, was a workshop of leaders and decision makers in IPM and water quality who presented facts/impacts of lawn care and structural pest control practices on the environment. A marketing workshop aided in the creation and marketing methods of simple unified messages on environmental stewardship of residential lawn care and pest control. Messages from the Green-Blue Summit have been grouped into 3 basic areas: lawns/landscapes, pesticide safety, and pest control. The messages have been prioritized and the number one target audience is people who have decided to take action against pests in or around their residence, weeds in lawns/landscapes, and/or maintain their lawns.

The Working Group was invited to participate in the “One Planet – Ours! Sustainability for the 22nd Century” exhibit at the United States Botanic Garden in Washington, D.C. Other participants in 2008 include Longwood Gardens, EPA, Philadelphia Orchards and others. We were the only extension representatives participating in the exhibit.

A new series of educational outreach posters were created based on messages developed from the turf session of the “Green-Blue Summit”. The lawn care display content was the result of a national collaborative effort to build consensus among land grant universities, environmental groups, government, and private industry. The posters were designed by the exhibit and design specialist with Penn State’s College of Agricultural Sciences in conjunction with the Community IPM Working Group. A key collaborator on the project was Susan Ratcliffe, Director of the North Central IPM Center.

The lawn care poster display consisted of the following topics with color photos for illustration:

- “Mow Right, Feed Right, Water Right” – simple, basic lawn care maintenance steps.
- “Benefits of Lawns” – environmental benefits, and many uses of lawns.
- “Mowing” – correct tips on mowing.
- “Feeding Your Lawn” – two posters, one on correct fertilizing tips, and the other has a map of turf growing regions, turf types, and fertilizer timing.
- “Watering” – okay to let established lawns go dormant in summer, and tips on watering correctly if needed.
- “Controlling Weeds in Your Lawn” – dense lawns outcompete weeds, and how to manage weeds properly.
- “Managing Insect Pests and Diseases in Your Lawn” – how to diagnose insect and disease problems in residential lawns.

A second display utilized the posters that the Working Group contributed to from the “Landscape Blooper Series” that appeared at the 2007 Philadelphia Flower Show. The posters were very colorful with entertaining graphics.

Poster topics consisted of:

- Common Landscape Mistakes (topping trees, improper pruning, correct pruning, improper plant selection and placement, improper planting and improper mulching),
- Pest Management (mistaken identity, deer management),
- Lawns (mowing too low, using a dull mower blade, not mowing enough, and don't bag clippings), and
- Pesticide Safety (improper storage, overuse of products, off target applications, and choosing the wrong products).

The displays were placed in Bartholdi Park, adjacent to the Conservatory at the U.S. Botanical Gardens in Washington D.C. The head horticulturist chose the park for the installation because of the large numbers of people that spend quality time there. 250-300 people regularly have lunch there and spend time walking through the garden. Many visitors provided feedback to the USBG staff about how educational they found the posters. USBG staff noted that visitors spent time reading the content, asking them questions, and many also inquired about copies of the posters to use for various educational trainings.

The exhibit ran from Memorial Day through Columbus Day, 2008. This provided a huge opportunity to reach the public. The Garden received 750,000 visitors during this time. Working Group members participated in four family days by interacting with visitors, answering gardening questions, and asking visitors to vote on the posters they found to be the most helpful/educational. Family day visitors ranged from 3,000 – 3,600. Several Working Group members prepared a two page, media/informational handout for the exhibit.

Working Group members participated in the opening media event in May and attended the Opening Gala in early June. Several members also set up an EZ up tent with large copies of the posters on the tent, gave out promotional materials (pens from the North Central IPM Center, notepads from the Northeastern IPM Center, lawn care magnets, and fact sheets), and answered gardening questions for 2 days in mid July in Bartholdi Park. Several working group members led a tour for the IPM Center Director's National Meeting in early June. In addition to the Center directors, several National Program Leaders, USDA administrators and staff attended.

To help support the displays on family days several educational items were developed from the information initially gathered for the posters.

- A 4" X 4" magnet was created based on the "Mow Right, Feed Right, Water Right" poster content. Susan Ratcliffe, Director of the North Central IPM Center secured funding from the Regional IPM Centers, managed design, and production of 10,000 magnets.
- A regional lawn care fact sheet, "Growing Green Lawns" was also produced and can be found posted on the "growinggreenlawns.org (.com and .net)" web site. Sue secured the domains for this project.

Due to the success of this project, the US Botanic Garden has invited our group to participate in next year's exhibit with another poster project.

Working group members produced several Power Point presentations on message development from the Green-Blue Summit and on the finished outreach projects including the US Botanic

Garden displays, and transit project. Members presented the information at various professional turf and ornamental meetings and to the Northeastern IPM Advisory Council.

Several working group members met with a representative from Titan World Media, and a representative from Direct Media made a presentation at our June 2008 meeting. The purpose was to collect information on outreach media tools for public transportation, and prioritizing of distribution in major Northeast and Midwest metropolitan areas for use in commuter buses, trains, stations, and possibly billboards. These outlets will be used to display simple messages in the areas of lawn care, pest control, and pesticide safety. Transportation routes will be selected to target messages to appropriate audiences.

Based on the presentation by the Direct Media representative the group decided to do a trial transit project in Montgomery County Maryland which is a northern suburb of Washington, D.C. Sue Ratcliffe's graphic designer worked with our group to produce an 11' X 42" bulkhead banner based on the "Mow Right, Feed Right, Water Right" message that appeared on one of the lawn care posters and on the magnet. The banner was placed on 250 buses that covered all of Montgomery County and ran from mid August through mid October. The estimated daily ridership was 140,000. The 220 of the banners will be reused in spring of 2009 in the Providence, RI area which is covered by Direct Media. The project will be overseen by a working group member from the University of Rhode Island. Following that run, the banners will be used in the State College and Central Pennsylvania area.

Partnerships - The working group has established a network of partners to help extend IPM messages to new markets/audiences and to other areas such as water quality, public health. Partners that have expressed interest in this effort include the, North Central IPM Center and Consumer Horticulture Working Group, Scotts Miracle-Gro Company, Titan Worldwide, Direct Media, Environmental Protection Agency (EPA), and the United States Botanic Garden (USBG).

Rick Johnson and Mary Kay Malinoski represent the Working Group at the Maryland Pesticide Network meetings and are members of the "Healthy Alternatives" working group. They have participated in conference calls and meetings. The "landscape bloopers" and "sustainable lawn care" posters were displayed at the most recent annual meeting June 11, 2008. There was great interest in utilizing our posters by the Maryland Pesticide Network in several locations including the city of Annapolis.

Additional Funding – Member Rick Johnson has secured funds (\$14,500) through a 2 year PESP grant from EPA Region 3 to help expand the poster and transit projects. The group is in the process of identifying other funding sources and leveraging funds to support the outreach efforts in other regions such as the North Central.

Evaluation - The group has consulted with evaluation specialists (Carol Pilcher, formerly of Iowa State and CSREES, Bill Coli, University of Massachusetts, and Theresa McCoy, University of Maryland) on how best to measure and evaluate impacts of residential outreach projects. The group decided on "voting posters" which is considered an activity and better suited to situations where large numbers of people are present such as family days, field days, and open houses. The voting posters consisted of small copies of the display posters with space for placing colored dots to vote for the most useful/educational/helpful. The question on the poster was tweaked each time to try to help make the voting more useful. However, through observations, people for the

most part ignored the question that was asked and voted for the poster that most struck a chord with them. Members who worked the family days found it helpful to have extra people to ask people to vote. When engaging large numbers of people, it was difficult to get the public to participate in voting. Working group members also collected photo documentation of people reading the posters, and taking pictures of the posters. We also received very positive feedback from USBG personnel of visitors spending time reading the poster displays and requesting copies.

Working Group and the Western IPM Center conference calls on structural pest management impacts on water quality and other environmental parameters:

Connections between structural pest management and water quality issues have been relatively unexplored. In 2007, the "Green-Blue Summit: Clean Water through Residential IPM" included a day-long discussion on the impacts of pest management in and around homes on the environment. Following up, the Western and Northeastern IPM Centers organized an on-going series of national conference calls pursuing the topic of structural pest management impacts on water quality and other environmental parameters. Issues raised in these interactions included effective outreach to homeowners, children and pest management professionals; partnering with health outreach organizations; research needs on the sources and fates of pesticides in water; data needs for linkages between IPM and water quality; structural pest management practices likely to impact water quality; and verifying IPM in structural pest management. In the upcoming International IPM Symposium, we are organizing a workshop entitled "Structural Pest Control and Water Quality: Issues, Needs, Approaches, Collaborations" to continue the discussion at a national level. Workshop speakers and participants will 1) identify key areas of known or potential impact of structural pest management on water quality; 2) discuss current and potential strategies for addressing these impacts; and 3) initiate collaborations to implement these strategies.

Sixth National IPM Symposium Participation:

Working group members have had three workshops and one mini-symposia accepted for the Sixth National IPM Symposium.

They are:

- "Structural pest Control and Water Quality:Issues, Needs, Approaches, Collaborations" – workshop organized by Lynn Braband
- "It's Not Easy to be Simple – Delivering IPM Lawn Care Outreach Messages" – workshop organized by Mary Kay Malinoski, Rick Johnson, and David Clement.
- "Tools for Fostering IPM Success in Residential Environments" – workshop organized by Lori Bushway.
- "Bed Bugs and Public Health" – mini-symposia organized by Jody Gangloff-Kaufmann, Steve Jacobs, and others.

In addition the working group is considering submitting several posters related to this year's highly successful outreach projects.

Educational Poster Project Update:

A series of thirteen educational poster displays were selected by Working Group members at the May 2007 meeting in Providence, RI. The posters were part of a "landscape bloopers" display produced by the Pesticide Education Program of Penn State University for the 2007 Philadelphia Flower Show. Working Group members gave input on changes to the original posters for the

production of smaller versions to be used as part of a pilot project in Maryland, New York, Pennsylvania, and Rhode Island. The educational posters have been utilized at extension functions, and other events to educate the public on correct ways to manage their landscapes. Examples include: Six of the bloopers posters were displayed at SUNY Farmingdale's Garden Festival which attracted over 7000 Long Islanders. All of the posters were displayed at the University of Maryland's College of Agriculture's Field Day which counted 2,800 visitors. In the NYS Cornell Cooperative Extension education system the landscape blooper poster have been used at education events for the public in seven counties throughout the entire state. Additionally the posters have been widely used at extension events in Rhode Island and Pennsylvania.

Research and extension priorities. At the October 2007 Working Group meeting, members decided on new research and extension priorities. These priorities will be used by the NEIPM Center to help applicants of partnership grants to target proposals. They will be added to existing priorities that have been set by the Community IPM Working Group. They are as follows:

- Expand communications and outreach through IPM based educational materials targeting residents on issues that affect human health and water quality.
- Develop a Pest Management Strategic Plan (PMSP) for turfgrass.
- Develop a Pest Management Strategic Plan (PMSP) for structures.

Project planning. The Working Group has continued to work on crafting messages from the Green Blue Summit on structural pest control and pesticide safety. Members who focus on pest control have secured the domain "bughelp.org" as a site to support the outreach projects that will focus on pest control issues such as bed bugs, cockroaches, rodents, etc.. Due to the successes of the Community IPM Working Group will have a preliminary meeting with the North Central Region's Consumer Horticulture Working Group to discuss collaborative projects. Community IPM is a new focus area for the national office of the Environmental Protection Agency (EPA). The EPA has invited our group to partner with their Community IPM Working Group starting with conference calls in December 2008. Our group will continue to seek out new and productive partnerships to coordinate regional residential IPM programming with government, private industry, non-profit organizations, and land grant institutions.

Appendix Photos for Community 2007-2008 IPM Working Group Report



Woman reading one of the landscape blooper posters at the United States Botanic Garden.



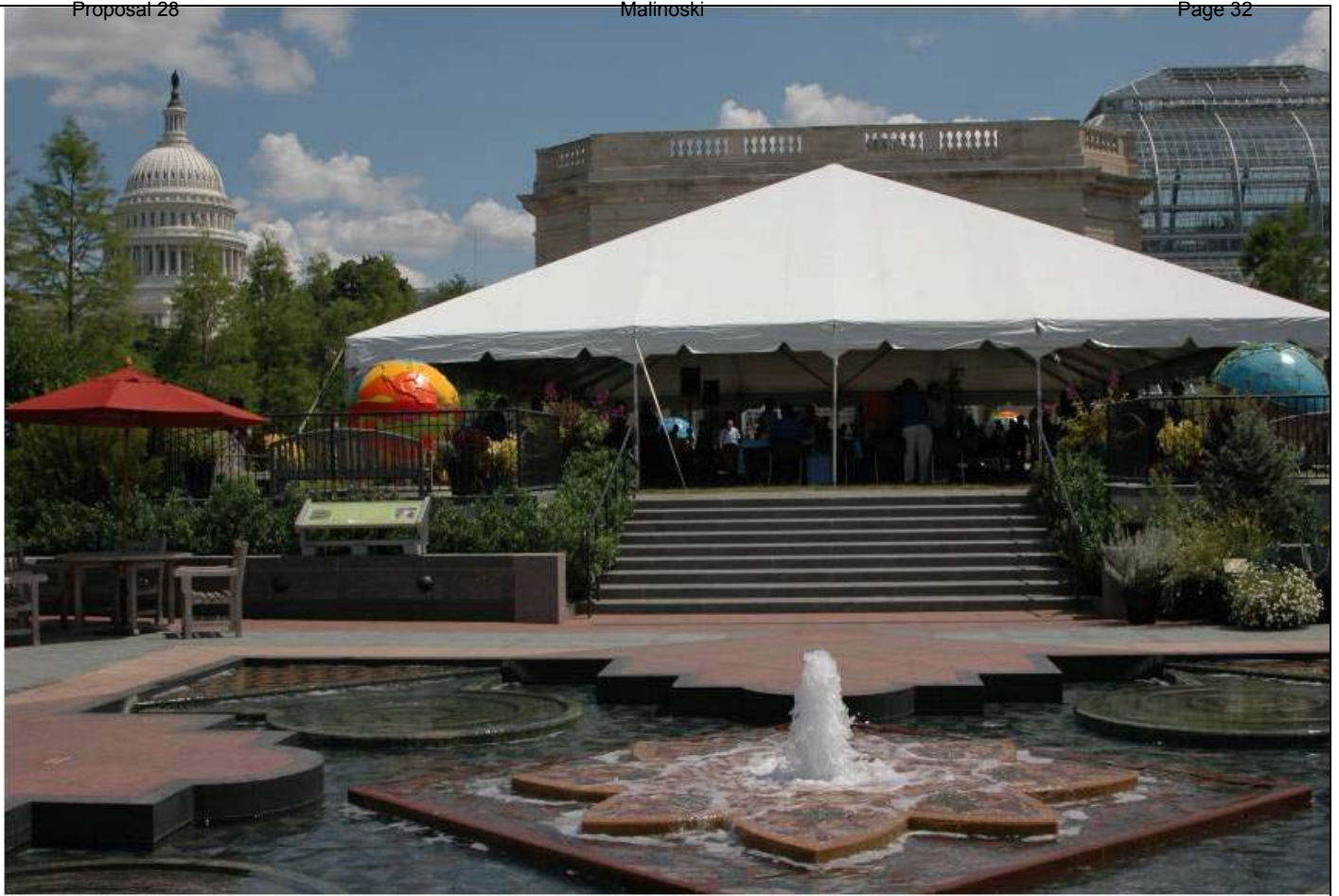
One of the voting posters used to evaluate the poster project at the USBG.



Visitor to USBG Family Day taking photo of one of the landscape blooper posters.



Lawn care display posters at the USBG.



Family day tent set up at the USBG.



Community IPM Working Group members answer lawn and gardening questions at one of the USBG Family Days.



Landscape blooper poster on display in the USBG's Bartholdi Park.



Working Group members and mid-week set-up to interact with the public at the USBG.



Transit poster (11" X 42") placed at the bulkhead on 250 buses in Montgomery County Maryland and ran from mid-August through mid-October, 2008.

Northeastern IPM Center Partnership Grants Program Community IPM Working Group Progress Report for late 2008-2009

A. Grant Data

- Grant #:8705
- Title: Northeastern IPM Center Community IPM Working Group Plan of Work for 2009
- Type: IWG
- Lead investigator: Jody Gangloff-Kaufmann, IPM Area Specialist, NY State IPM Program, Cornell University, 228 Thompson Hall, Farmingdale State University, Farmingdale, NY 11735
- Co-Project Director: Mary Kay Malinoski, Home and Garden Information Center, University of Maryland Extension
- States involved: Working Group members from Maryland, Massachusetts, New York, Pennsylvania, Rhode Island, and Washington D.C.
- Funding Year: 2009
- Funding amount: \$15,000

B. 2009 Summary. This report details the accomplishments for the NEIPM Center Community IPM Working Group. Members represent the broad range of stakeholders that are covered in the Community IPM area. They have been proactive in passing information from the Center to their own organizations and peers. This process serves to engage stakeholders with the Northeastern IPM Center and among the diverse stakeholders in Community IPM. The Community Working Group addresses priorities covered in one of the primary focus areas in the National IPM Road Map: “residential and public areas”. “The greatest general population exposure to pests and the tactics used to control them occurs where people live, work and play.”

The Community IPM Working Group had broad participation in the Sixth National IPM Symposium through organizing and participating in a mini-symposia, workshops, tour, poster, and committee assignments. The group held two very productive meetings which are detailed below. The fall meeting included a meeting with representatives from the North Central IPM Center and ways of collaborating were discussed. We updated community IPM priorities for 2009 and they are posted on the Northeastern IPM Center’s web site.

Several new projects have been started including the Bed Bug transit project, Bughelp.org web site, construction of a new growinggreenlawns.org web site, a new sustainable plant poster project as well as new plans for 2010.

C. Accomplishments and Success Stories for late 2008 – 2009 in chronological order.

The working group continued to develop outreach and communications projects for residential IPM in collaboration with stakeholders from environmental groups, the pest management industry, Master Gardeners, the US EPA and others. The primary goal is and has been to develop a common language for IPM recommendations and to compile effective and new outreach methods to deliver them to residents, pest control and landscape/lawn care companies. Several members of our working group plan are members of the IPM Evaluation working group of the Northeastern IPM Center in order to learn and develop more effective evaluation techniques.

- Mary Kay Malinoski was invited to give a Community IPM Working Group accomplishment presentation to the Northeastern IPM Center Advisory Council at the November, 2008 meeting in Beltsville, MD.
- **Members of the working group organized a mini-symposia, three workshops, a field demonstration, and a poster for the Sixth National IPM Symposium, March 2009, Portland, Oregon.**
 - **“Reaching Out to the Public: Developing and Delivering Residential IPM Messages”**: Workshop focused on the process of simple message development for the public regarding correct gardening/lawn care practices, and outreach products. The projects were highlighted and included an open exchange of ideas with the audience. Organizers and presenters: Mary Kay Malinoski, Rick Johnson, Dave. Clement, ~60 attendees/participants.

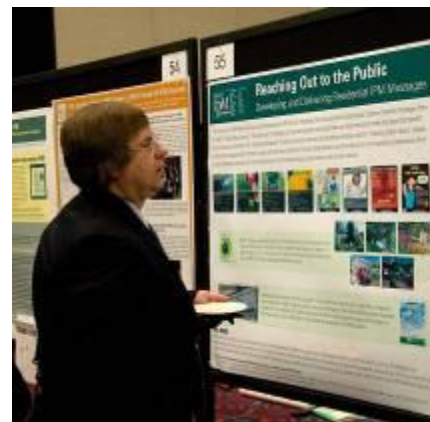


- **“Tools for Fostering IPM Success in Residential Environments”**: Workshop focused on identifying essential elements for success in IPM public education and adoption of IPM practices in and around homes. Organizer and Moderator: Lori Bushway, 20 participants.
- **“Bed Bugs and Public Health: Establishing the Connections”**: Mini symposium focused on the public health aspects of bed bug infestations, need for public education and research needs. Organizers and presenters: Jody Gangloff-Kaufmann and Steve Jacobs, >100 attendees/participants.
- **"Structural Pest Control and Water Quality: Issues, Needs, Approaches, Collaborations"**: Workshop focused on identifying key areas of known or potential impact of structural pest management on water quality and strategies for addressing these impacts. Organizer and presenter: Lynn Braband, 20 participants.
- **Educational tour/poster display at Heron Lakes Golf Course**: Joellen Lampman joined Audubon International Stewards David Phipps, Steve Kealy,

and Jesse Goodling along with Karen Armstead, Executive Director of First Green, at Heron Lakes Golf Course as a pre-conference tour which focused on the opportunities that golf courses have to teach homeowners about proper lawn care and environmental issues. 18 participants.



- **“Reaching Out to the Public – Developing and Delivering Residential IPM Messages”**: Poster focused on deliverables from outreach campaign highlighted in workshop above. Mary Kay Malinoski, Rick Johnson, Dave Clement and Jody Gangloff-Kaufmann
- **Committee participation**: Program Committee: Mary Kay Malinoski, Dave Clement. Site Selection Committee: Mary Kay Malinoski. Poster Committee: Steve Jacobs
- **Senate Earth Day**: Our group was invited by the Architects of the Capital to participate in the 2009 Senate Earth Day event. The event was held in the Hart Senate Office Building atrium in Washington, DC, April 2009. Our display included the “Landscape Blooper” poster series, Lawn care poster series, a Garden Q&A, and distribution of educational materials including “Growing Green Lawns” magnets and multi-regional lawn care fact sheet. Mary Kay Malinoski, Dave Clement and Rick Johnson partnered with Sandy Farber of UDC Extension to answer gardening and pest questions. This was the only Extension exhibit and attracted approximately 300 participants/attendees.



- **Community IPM Working Group Facebook Page** – Jody Gangloff-Kaufmann constructed a Facebook page for our working group and continues to update it with working group activities, accomplishments, topics of interest, and other communications.
- **Bed Bugs and Spiders/Ticks Train the Trainer Sessions:** Jody Gangloff-Kaufmann and Steve Jacobs were invited to conduct train-the trainer sessions at the University of Maryland's Home and Garden Information Center for 25 extension educators. Jody conducted the bed bug session which was recorded and made into a three-part video. It can be found on the Home and Garden Information Center's web site (hgic.umd.edu), on Bughelp.org and linked to by the Northeastern IPM Center as a valuable educational resource. The video has been utilized in Maryland by many county educators, health departments, and citizens. Steve's presentation focused on Spiders and Ticks. Both Steve and Jody provided valuable printed training materials to supplement their presentations. This training was held in conjunction with the June Community IPM Working Group Meeting. It showcases the regional cooperation and generous sharing of resources and time of Working Group Members.
- **June Working Group Meeting:** In addition to the above train the trainer sessions, the meeting involved lengthy discussions regarding the Bed Bug transit project and Bughelp.org web site, a presentation by Lee Tanner of EPA focused on EPA's new community program directions, and additional possible collaborations including the North Central IPM Region's Consumer Horticulture Working Group. Our group also updated priorities for 2009: the most important focus within all the areas covered by the Community IWG is **IPM in residential settings**.

The following are this year's priorities:

- Use diverse media to educate the public on implementing IPM in their homes, lawns, and landscapes.
- Develop creative tools for measuring the impact of public education related to IPM practices in residential settings on changes in awareness and behaviors of target audience.
- **New Sustainable Plant Poster Project:** This project was started with seed money (\$1000) from the University of Maryland Extension and was coordinated by Dave and Mary Kay. The purpose of the project was to develop a series of fifteen educational plant posters that focus on plants that have few if any pest problems and require little inputs. The posters will be formatted for multi-use: posters in retail nurseries, gardens, arboreta, and events. They will also be used as information sheets to give to the public. The plant selection list has been reviewed by specialists in horticulture from Cornell University, Longwood Gardens, Brookside Gardens, the United States Botanic Garden, the National Arboretum, and University of Maryland Horticulturists. Posters are in the design phase, final content and design will be reviewed by the previously mentioned cooperators. Additional funding will be sought to expand the production of the posters to include

additional plants, printing, and distribution within the Northeast and to collaborators in the North Central Region. Funding will also be sought to print re-designed Lawn Care posters and production of five new Pest Control posters.

- **“Landscape Bloopers” and Lawn Care Educational Outreach Posters:** Selected blooper posters used at the University of Maryland College of Agriculture Open House (October, 2009) and at Maryland Day (open house at University of Maryland, College Park, April, 2009), and at a variety of extension outreach events in New York state.
- **Community IPM Logo:** A new working group logo was designed by Jody Gangloff-Kaufmann with assistance from Joellen Lampman and feedback from working group members. The logo was officially approved at the 2009 Northeastern IPM Center Advisory Council Meeting.
- **Development of a New IPM Outreach Campaign: A Bold Website (Bughelp.org) and IPM Messages on City Buses.**

The public can access structural pest information on numerous web sites. Their challenge is to determine which sites offer effective IPM solutions. The goal of this project is to reach under-served groups in inner cities and provide them with safe, viable IPM solutions that solve their pest problems. This project proposes an innovative, evidence-based approach through the use of pest specific posters on and in buses in Baltimore. The first campaign will address the reemergence of bed bugs. These posters will direct inquiries to a new, easily remembered, structural IPM web site - www.bughelp.org . This site will provide linkages to university-based fact sheets and other web sites containing recommendations and suggestions on a wide range of household pests. The project is currently advertising on buses and has begun to collect data on the viability of using mass transit systems to promote IPM. Project funded by a NEIPM Center Partnership grant of \$20,000 received by Steve Jacobs and project partner Jody Gangloff-Kaufmann. The initial estimates on viewership are 17 million impressions over a 4 week period.



- **Growing Green Lawns web site:** Funding has been provided by the Director of the North Central IPM Center (\$2,000) and Co-Director of the Northeastern IPM Center (\$2,000) to cover construction of a new web site. The site will be a portal for lawn care

information for the public. It will also have a section for pet owners with tips and links to videos on novel ways to maintain lawns, multi-regional publications, Growing Green Lawns Publications, a section on Audubon International's sustainable communities, an order form for the Lawn Care posters, and other educational but entertaining features. Construction of the site is just getting underway. The project is coordinated by Mary Kay Malinoski. Content will be developed by other working group members and reviewed by turf specialists in the North Central and Northeast regions as the project proceeds.

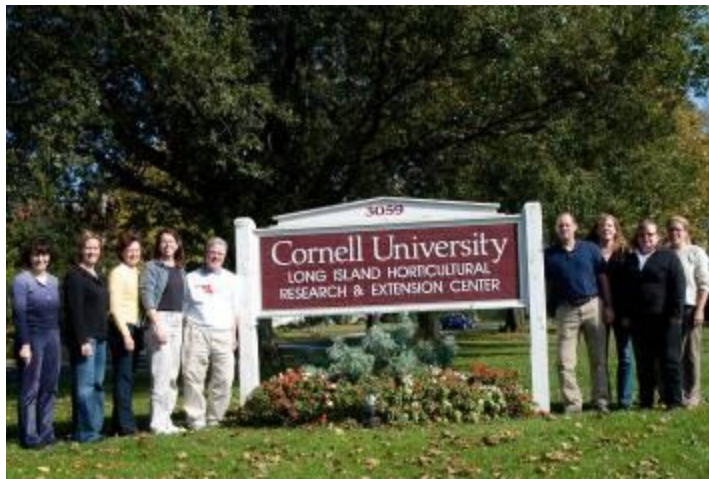
- **Redesign of lawn care posters:** \$1500 has been secured by Dave Clement and Mary Kay Malinoski to redesign the Lawn Care posters to make them more user-friendly and easier to read. The donor is Kevin Mathias of the Institute of Applied Agriculture of the University of Maryland. We will coordinate redesign of posters with other Working Group members.
- **Structural Pest Posters:** Design in progress on five educational posters on ants, bed bugs, cockroaches, termites, and rodents.
- **Hicks Retail Nursery Outreach Project:** As part of the Community IPM Working Group's Fall Meeting, members participated in an outreach project at Hick's Retail Nursery in Westbury, New York. Members answered lawn, gardening, and pest questions. A survey regarding a selection of educational posters was conducted. 24 customers responded to surveys and provided feedback on design and content of the posters.

Results of the poster indicate:

- 66% do their own lawn and landscape care (16/24)
- 21% hired a "professional" (5/24)
- 25% said professional lawn care only – meaning they garden (6/24)
- The most attention grabbing poster was the "Anatomy of a Murder"
- It is also the item most people indicated was new and they would use.
- The "bloopers" posters scored higher than the turf care posters.
- The lawn care posters represented techniques that most people (87% for weeds, 82% for feeding) felt as if they were doing correctly. Additional posters were placed around the nursery to provide educational information on related subjects.



- Meeting with representatives of the North Central IPM region:** Mary Meyer of the Consumer Horticulture Working Group and Lynnae Jess, Associate Director of the North Central IPM Center attended the fall Working Group Meeting. Several areas of collaboration were discussed including the new plant poster project, Growing Green Lawns web site content, advice on diagnostic tools for master gardeners, and a possible joint meeting in fall of 2010. Additional topics discussed with Community IPM Working Group members included asking a social marketing specialist to attend one of the meetings as a guest speaker, working with marketing specialists and evaluation specialists to assist with outreach projects such as the educational posters, transit projects, and web sites.
- Wiggio Account/Page for Community IPM Working Group:** Lori Bushway set up a Wiggio account (which serves as a collaborative work site, a wiki) for members to communicate on working group issues as well as work on documents and projects collaboratively.
- Jody Gangloff-Kaufmann** was invited to give a Community IPM Working Group accomplishment presentation to the Northeastern IPM Center Advisory Council at the November, 2009 meeting in Simsbury, CT.



Projects planned for 2009, but unable to complete:

- Reuse of “Growing Green Lawns” transit posters in Rhode Island and Pennsylvania: They were not used due to a lack of funding.
- Landscape Bloopers and Lawn Care posters not widely distributed: Poster contact member changed positions and was unable to work on the project. The posters were originally created by a staff person in the Graphics Department in the Penn State College of Agriculture and unavailable to other working group members.
- A portfolio of the Landscape Bloopers and Lawn Care posters was developed to solicit the project to other public gardens and non-traditional venues, such as zoos. The portfolio has not been distributed due to the contact person (see above) changing positions.
- EPA community liaison: The EPA changed administration and direction of their programs. There is still some community IPM program focus, however EPA representative Lee Tanner is now interested in a particular IPM outreach project in sports facilities, which is currently outside the scope of our plan. Our working group still has

strong Community IPM EPA contacts and dialogue with members John Butler (Region 3) and Steve Hopkins (National EPA, OPP).

Working Group Membership.

| Leaders: | |
|--|--|
| <p>Mary Kay Malinoski University of Maryland Home and Garden Information Center 12005 Homewood Rd Ellicott City, MD 21042-1542 mkmal@umd.edu 410-531-5568</p> | <p>Jody Gangloff-Kaufmann Cornell University-NY IPM Program Community IPM Specialist 228 Thompson Hall Farmingdale State University Farmingdale, NY 11735 Phone: 631-420-2022</p> |
| Active Members | |
| <p>David Clement Regional Specialist, Plant Pathology University of Maryland Home and Garden Information Center clement@umd.edu</p> | <p>Lori Bushway Leader of Adult Outreach Cornell Garden-based Learning Program Cornell University, ljb7@cornell.edu</p> |
| <p>John J. Butler Regional Pesticide Expert EPA - Region III Land and Chemicals Division Pesticides and Asbestos Programs Branch butler.john@epa.gov Visit http://www.epa.gov/pesticides</p> | <p>Joellen Lampman Audubon International jlampman@audubonintl.org www.auduboninternational.org</p> |
| <p>Steve Jacobs The Pennsylvania State University Department of Entomology sbj2@psu.edu</p> | <p>Rick Johnson The Pennsylvania State University The Arboretum at Penn State rhj3@psu.edu</p> |
| Associate Members | |
| <p>Marion Gold Director of the URI CE Education Center URI CE Education Center MGold@uri.edu</p> | <p>Steve Hopkins EPA, Office of Pesticide Programs Environmental Stewardship Branch hopkins.steve@epa.gov</p> |
| <p>Donald V. Rivard Rivard's Resources IPM Environmental Mgmt. Consultants donrivard22@comcast.net</p> | <p>Casey Sclar Longwood Gardens csclar@longwoodgardens.org</p> |
| <p>Lynn Braband NYS Community IPM Program at Cornell University lab45@cornell.edu</p> | |
| <p>NEIPM Center Representative: Allison A. Taisey</p> | |

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| <p>aat25@cornell.edu Northeastern IPM Center www.stoppests.org NYS IPM Program www.nysipm.cornell.edu</p> | |
|--|--|

Co-leaders and active members are actively engaged in working group meetings, decision making, projects, and have very regular communication. We freely call and email each other frequently in addition to conference calls, Wiggio messaging, and Facebook postings. Associate members have been active at one point or periodically. They provide a valuable resource for advice and collaborative efforts. We also have at least two face-to-face meeting a year. We feel that it is very important to maintain frequent contact, including the meetings to keep the momentum moving forward. Open communications gives us the ability to change directions or make decisions quickly when needed.

Our group will continue to seek out new and productive partnerships to coordinate regional residential IPM programming with government, private industry, non-profit organizations, and land grant institutions.



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Invoice: 2009-14
EIN: 26-2300735
Duns: 132643953
Cage: 53Y00

Date: December 2, 2009

Customer: Home and Garden Information Center
12005 Homewood Road
Ellicott City, MD 21042

Poster Project:
**Educating the public with Plant, Turf, and Pest Posters,
a Community IPM Working Group Project**

28 Posters 20 x 24
(8 Lawn Care, 15 plants, and 5 pest)

printed on special laminated paper (\$80 ea) \$2240.00

16 hours print prep and retouching (\$30 per hr) \$480.00

Delivery charge \$ 40.00

Total cost: \$2760.00

Additional 28 printed Posters \$2240.00

& Delivery charge \$ 40.00

Total cost: \$5040.00