



Maryland Invasive Species Council  
February 10, 2005  
Maryland Department of Agriculture  
Annapolis MD

Call to Order: ~9:30 a.m. Bob Tichenor

Additions to the agenda

Defer vote on adding Callery pear to MISC list to April meeting

Introductions

Dick Bean, MDA

Anna Cherry, USDA NISC

Dave Clement, MCE HGIC

Steve Early, MD DNR

Anne Hairston-Strang, MD DNR

Mike Hemming, Eastern Shore Nurseries

Lane Heimer, MDA

Carol Holko, MDA

Larry Hurley, Behnke Nurseries

Carol Jelich, MNPS

Sylvan Kaufman, Adkins Arboretum

\*Patrick Kelly, AA Co. Rec. And Parks

Kerrie Kyde, MD DNR

Jonathan McKnight, MD DNR

Fred Mann, USDA APHIS

Ellen Nibali, MCE

Bob Rabaglia, MDA

Pete Rupp, MDA

Sara Tangren, Chesapeake Native Nursery

John Peter Thompson, MNLA

\*\*Candus Thomson, Baltimore Sun

Bob Tichenor, MDA

Bob Trumbule, MDA

\* new attendee

\*\* invited speaker

Approval of Minutes from December 2, 2004

NOTE: minutes had not been posted previously

*Motion to allow 5 minutes for review and approve today. Motion seconded and approved.*

Page 3 - Spelling "Candus Thomson", Anne's email, "Releaf"

Approved as corrected.

Introduction by J. McKnight

Presentation: *Match the Hatch: Getting the Right Message in the Hands of the Right Reporter*, Candus Thomson, Outdoor Writer, Baltimore Sun

- e.g. IPM Center Conference - where is the press?
- Answer the question "So What?"
- Contact reporter directly
  - follow up with reminder
  - use communication method of preference (email, snail mail, phone)
  - exchange cell phone numbers
- Put out information sheets - make it easy
- Provide lists of experts
- Sell your story, provide adequate information
- Do your interview on Sunday to get the top of the news - Monday is always slow
- Do what you are comfortable with - don't try to strike up a relationship with a reporter in the middle of a crisis
- Reporters like field trips
- Don't give up if 1<sup>st</sup> time doesn't work or a bad reporter experience
- Update press release lists - identify appropriate contact; outdoor, gardening, environmental reporters
- Keep press releases to one page; use short words; answer the question "so what?"
- Be careful of "off the record" (OTR)

- establish ground rules, don't assume all reporters will honor OTR
- OTR information cannot be used - not the same as anonymous source
- Try zoned editions if main paper doesn't respond
- Discussion
  - How to cover bad news? Control the message - don't leave it up to the bloggers
  - IPM Center conference PSA was sent out to COSDA - what else to do? Pick up the phone and call
  - IOM too cutsie? Bigger problem: information isn't getting to right person
  - DNR gets message out - MDA will add names to press list
  - Request sit-down interview on invasive species with section editor - send non-government MISC representative; refer to govt. experts

Updates:

National Invasive Species Council (NISC) - Anna Cherry, USDA, Assistant Director for Public Affairs (former publicist for Beagle Brigade and other APHIS projects)

- Two fact sheets handed out
- John Peter Thompson serves on Invasive Species Advisory Committee (ISAC)
- Establish information channels
- Help state councils get started and publicize
- Need balance of practical and academic perspectives
- Bring players in early, even naysayers
- NISC Invasive Species of the Month - no press release
  - suggest sending MISC IOM to newsletters: hikers, gardeners, bikers, campers
- 2005 NISC activities:
  - revise National Management Plan
  - Report to OMB on progress per Executive Order
  - Upgrade and enhance information dissemination
  - definitions white paper - clarifying Executive Order terminology and definitions, i.e. what they don't mean (NISC is not regulatory)
  - NISC working on Invasive Species Compendium with CABI
- Remain optimistic in spite of budgets

DNR - Jonathan McKnight, Steve Early

- "Black Salty", new species marketed to fishermen as bait, is feeder goldfish, already introduced throughout Maryland; not a threat - DNR will run informational campaign; is legal to introduce anything that's on a hook into MD waters
- Mid Atlantic Regional Panel In Federal Register - Bob Tichenor is MISC rep, Jonathan is DNR rep.; clearinghouse for mid-Atlantic policy and funding
- Don Webster, manages phragmites cost share program on Eastern Shore - sprayed over 1700 acres, >500 on public land, ~1200 private for 600 landowners; effective in previous years; no restoration needed, natives move back in; MDA conducts spray activities for program

MDA - Dick Bean, Carol Holko

- NEIPM Center *Northeast Regional Community and Urban Integrated Pest Management Conference* March 15-16, 2005, Invasive Species Workshop March 16 all day; go to: [http://www.nepmc.org/conference2005\\_index.cfm](http://www.nepmc.org/conference2005_index.cfm) for more information.
- Maryland has formed soybean rust team and planning document; pathogen probably didn't overwinter in US, will blow in from Central America; MD will likely see late season infection if at all; modeling and prediction developed by NC State; real time monitoring framework effort being led by USDA APHIS; MDA will post information on MDA's Web site, speaking of which...
- MDA has new site and server; check us out at <http://www.mda.state.md.us>
- Emerald ash borer
  - Canadian ash free zone = 10 kilometers x 30 kilometers, all ash trees removed to

- prevent spread - outliers found after eradication; potential to use solitary wasp to detect outliers
- Michigan - outliers all over state; "gateway approach" to focus on specific areas; entire state generally infested; populations found in Ohio and Indiana; underfunded; if contained in MI, OH, IN, populations may burn themselves out
- MD will target campgrounds with campers from MI, OH, IN and put up trap trees

Invader of the Month - Bob Tichenor

- March - bush honeysuckle, Kerrie Kyde
- April - Canada thistle
- May - mute swan?

*Motion to reprise the mute swan as IOM for May. Motion seconded and passed.*

- June - brown marmorated stink bug (BMSB), Carol Holko

*Motion to nominate BMSB as IOM for June. Motion seconded and passed.*

- July - ?
- August - *Ailanthus*, Lane Heimer w/ Phil Pannill

AIS HACCP, Aquatic Invasive Species Hazard Analysis and Critical Control Point Workshop

- March 29, 1-5 p.m., March 30, 8-12 a.m.

Sara Tangren - sawtooth oaks easy to identify now, similar only to southern red oak; heel shape at back of leaf; older trees lose leaves at top, younger trees keep all leaves; consider to list as invader, populations still at levels that can be contained

Discussion:

- bacterial leaf scorch is threatening native red oaks - sawtooth oak could fill in gap
- acts invasive like oaks, but is not displacing native oaks
- culturally and economically valuable
- shading from winter leaf canopy is potential problem for understory

*Motion to form a sub-committee to study sawtooth oak as potential listed species. Motion seconded and passed.*

Sub-committee members - Sara Tangren, Anne Hairston-Strang, Kerrie Kyde, Mike Hemming, others as committee determines relevance

No precedent - i.e. future list nominees not locked into committee evaluation unless controversial

Requesting MISC membership - Patrick Kelly, Anne Arundel County Recreation and Parks

Future meeting dates & locations - Wednesday, April 13, Behnke Nursery

~Adjourn 12:45~

Respectfully submitted by:  
Carol Holko, Recording Secretary