

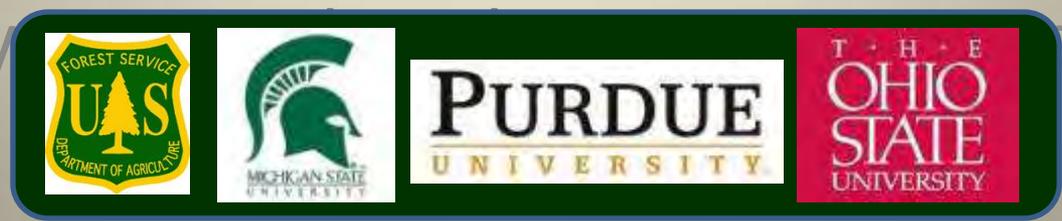


Ash Borer University

Robin Usborne, Michigan State
University

Jodie Ellis, Purdue University

Amy



University

- Educators from “core” EAB states
- Members of APHIS EAB Regional Communications Group
- Directly connected to scientists and regulators working with EAB
- 18 years of experience with EAB

Elements Necessary For A Successful Invasion

The
Right
Species

+

The
Right
Host

+

The
Right
Ecosystem

The Human Factor

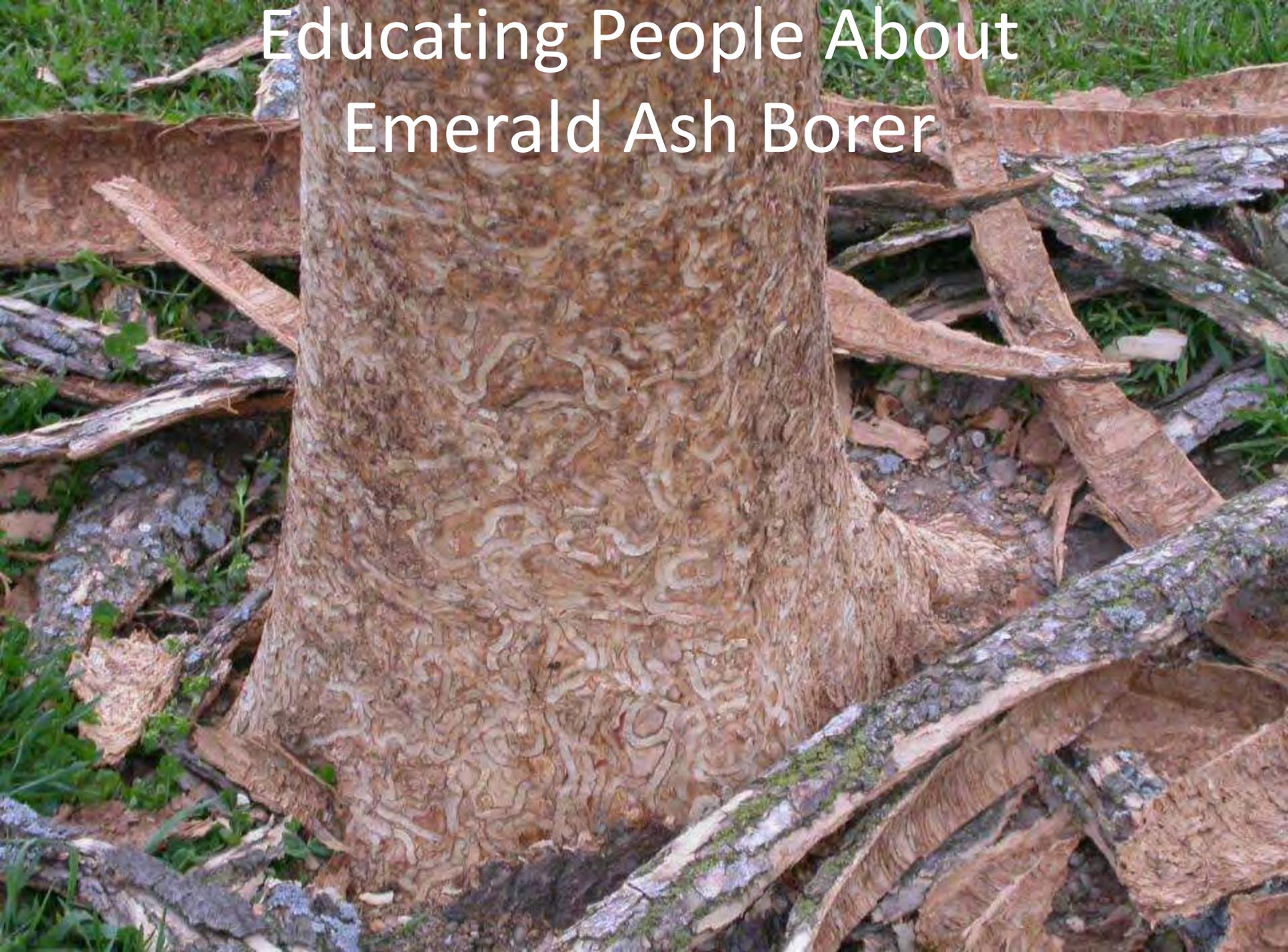
Some things we believe....

- Management of invasive species is not possible without the cooperation of an informed and engaged public.
- “Ditto” for affected industries.
- The most important factor in education about invasive species is...

**Clear, consistent,
coordinated messages**



Educating People About Emerald Ash Borer



Cooperative Emerald Ash Borer Project

Positive EAB locations
in Michigan, Indiana, Ohio
and Ontario, Canada

October 1, 2004

EAB Locations

- EAB positive
- Quarantined area boundaries
- Michigan & Ontario EAB core zone
- Ontario ash free zone

Source:
Michigan Department of Agriculture, Canada "100 Counties"
Ohio Department of Agriculture, Canada "100 Counties"
Ontario Department of Agriculture, Food and Forestry



U.S. Department of Agriculture
Animal and Plant Health Inspection Service



DNR



Cooperative Emerald Ash Borer Project

EAB locations
in Michigan, Indiana, Ohio
and Ontario, Canada

September 13, 2005



Source:
Michigan Department of Agriculture, October 2004/05; D. Johnson
Indiana Department of Natural Resources
Ohio Department of Agriculture, February 2005
Ontario Department of Agriculture, Food and Forestry, June 2005
USDA Forest Service, September 2004
USDA Forest Service, October 2004
USDA Forest Service, October 2004
USDA Forest Service, October 2004



Cooperative Emerald Ash Borer Project

EAB locations in Illinois, Indiana, Kentucky, Maryland, Michigan, Minnesota, Missouri, New York, Ohio, Pennsylvania, Virginia, Wisconsin, West Virginia and Canada

September 4, 2009

Quebec

Minnesota

Wisconsin

Michigan

Ontario

Lake Ontario

New York

Map Key

- EAB positive
- EAB positive counties in areas where EAB is not established
- ◆ EAB positive counties in areas where EAB is established
- EAB positive counties in areas where EAB is not established
- EAB positive counties in areas where EAB is established
- EAB positive counties in areas where EAB is not established
- EAB positive counties in areas where EAB is established

Missouri

Illinois

Indiana

Ohio

West Virginia

Maryland

Pennsylvania

Virginia

Kentucky



Source of available data

Michigan Department of Natural Resources
Illinois Department of Natural Resources
Indiana Department of Natural Resources
Ohio Department of Natural Resources
West Virginia Department of Natural Resources
Maryland Department of Natural Resources
Virginia Department of Natural Resources
Kentucky Department of Natural Resources
New York Department of Environmental Conservation

Quebec Department of Natural Resources
Pennsylvania Department of Environmental Protection
Missouri Department of Conservation
Wisconsin Department of Natural Resources
Minnesota Department of Natural Resources
Ontario Department of Natural Resources
New York Department of Environmental Conservation
Maryland Department of Natural Resources
Virginia Department of Natural Resources
Kentucky Department of Natural Resources
New York Department of Environmental Conservation





“Out of the Ashes”

Dayton, OH

EAB Regional workshop on EAB
science and management

Sept. 24-25, 2008 in Dayton

The Challenges of Multi-State Educational Programs About EAB

- Multiple institutions with different sources of funding
- Costs of meetings and conferences for organizers
- Costs of meetings and conferences for audience
- Ever-shifting messages, continuous updates
- Distance between states

We share the same goals, sensibilities, and sources of knowledge.



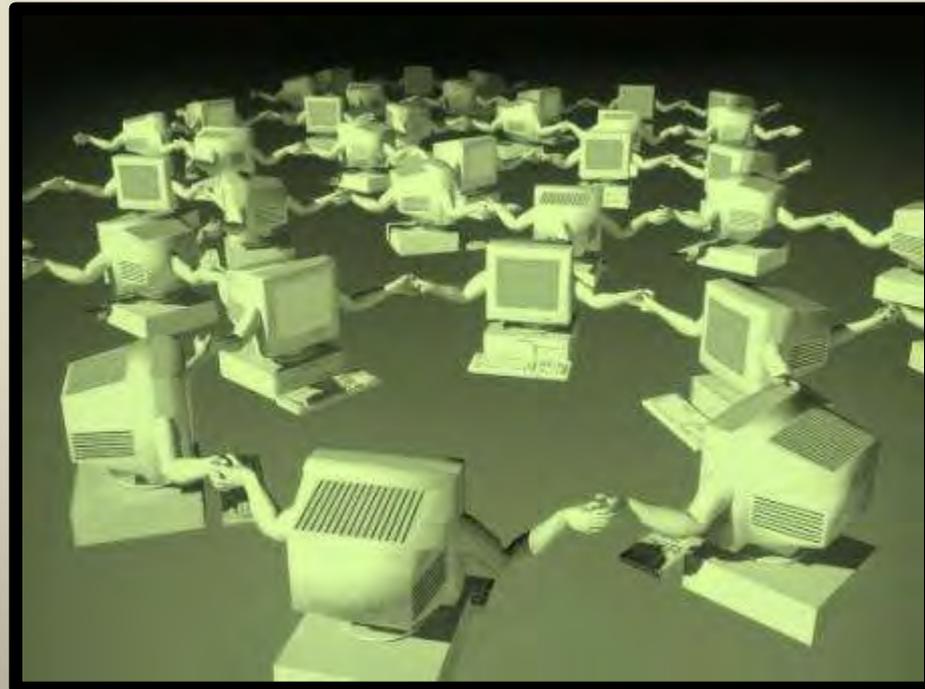
Even the same EAB suit.....



Web Conferencing

Web conferencing is used to conduct live meetings, training, or presentations via the Internet.

In a web conference, each participant sits at his or her own computer and is connected to other participants via the internet.



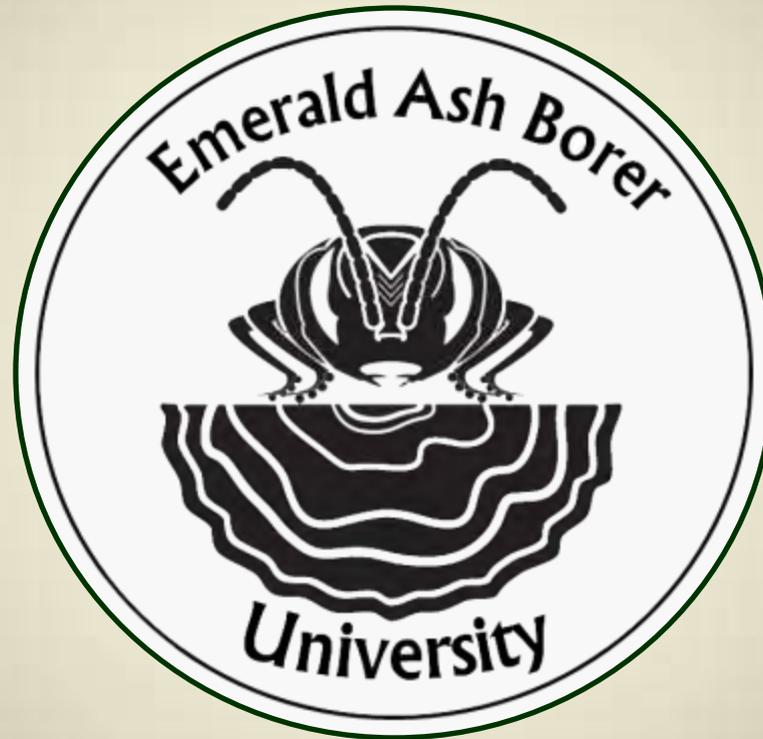
Why Web Conferencing?

- As finds of EAB increase, and as more states join the ranks of the EAB-infested, delivery of educational programs and accurate, coordinated information becomes increasingly important.
- Travel to conferences, educational workshops and meetings may be curtailed due to budget cuts, lack of time, or distance involved to attend a meeting.

Web conferencing?

- Web conferencing pluses
 - Little or no travel involved
 - Anyone with a computer and Internet access with a decent bandwidth can use it.
 - Presentations can be recorded and archived for future use, either as a review or as information for users in newly-infested areas.

Coming Soon To A Computer Near You!



**“EAB University: Using Web-based Seminars
Cooperatively to Provide Information about EAB to
Targeted Audiences”**

How Web Conferencing Works

- Requires a host/administrator who handles all logistics for the conferencing (like a “live” conference coordinator)
 - Schedules conference and notifies participants of meeting time and URL.
 - Acts as moderator during presentation, fielding questions and chat so that presenter concentrates on presentation and can answer questions at appropriate times.
- Presenter
 - Uploads presentations or materials to the conferencing site.

- Presenter can be part of a conference call, or could use a microphoned headset.
- Bandwidth issues make it easiest to use conference call system right now.



Presentations can be recorded

- PowerPoint presentations can be recorded and archived.
- We can offer printed and/or downloadable materials.
 - This could be part of an information packet developed for the conference.

“EAB University”

- A set of modules tailored for the specific audiences
 - Municipal leaders/foresters, regulatory officials, green industry
 - Extension and other educators, woodland owners, golf course superintendents, firewood dealers, other industry specialists and leaders

Modules focus on most needed information about EAB

- Basics like biology, life cycle, origin
- Technical information like insecticides, ash utilization, scouting for EAB, creating girdled trees and survey methods
- Regulatory issues
- Planning for EAB, and what to do once it arrives (from those that have dealt with it)

Modules can focus on what participant needs

- Participants can “mix and match” modules to get information that they need the most.
- Could include biology/life cycle as one “free” module.

Upcoming Topics

Topic	Date
EAB 101: The History of EAB and Basic Information	November 12, 2009
The Use Of Pesticides to Manage EAB	December 3, 2009
EAB Research Updates (Parts 1 and 2): The Latest Information From Researchers	Part 1, January 7, 2010
	Part 2, January 14, 2010
Utilization of Ash in the Wake of EAB	February 4, 2010
Management of Woodlots to Prepare For EAB	February 11, 2010
Regulatory Issues About EAB	March 4, 2010
Helping Communities Prepare for and Live With EAB	March 18, 2010
What Happens After Ash Is Gone?	April 1, 2010
2010 EAB Awareness Week : Ways to Get The Word Out About EAB in Your Area	April 8, 2010

www.emeraldashborer.info

