

**CONTINENTAL DIALOGUE ON NON-NATIVE FOREST INSECTS & DISEASES**

**THIRD DIALOGUE MEETING**

Washington, DC  
December 12 – 13, 2007

**Flip Chart Notes**

**Fighting Firewood Flightiness (Group 1)**

**Breakout Session**

**December 12, 2007**

**General Issues**

- NASACAR fans – potential target
- Reinforcement of behavioral change
- “Keep America Beautiful” – schoolchildren – target
- Educational
- School template on website -> environmental community projects (service learning)
- Tie to something kids connect to
- Forest Service CD for kids

**What Can a Website Do?**

- Target campers / hunters
- Get message out
- Link to other relevant websites (and vice versa)
- Centralized point of info
- Cost effective, way to get message out
- Easy implementation
- Achievable goal
- Potential to unify messages -> the best of the best
- How does this site link to Dialogue website?
- Not identify with particular agency
- Humor
- Will target [+/-] younger audiences?

**Target Audiences**

- Firewood distributors / dealers
- Second homeowners
- Target – where the risk is greatest
- RV users
- AARP
- NASCAR fans

- Schoolchildren
- Campers / hunters
- “So what / who cares” -> need compelling message
- When the “penalty” is big enough, people care (e.g., fires, tree loss)
- Pictures (web tool)
  - Before / after Chicago EAB streetscape
- Need quick, easy-to-understand messages
  - Direct links to impacts on people
  - Make it personal
- Why financially worthwhile
- Sections for:
  - Consumers
  - Sellers
  - States
- Green industry
  - Carry messages to others
- Large-scale firewood dealers
- Website – make / focus on the audiences you can really impact
- Great starting point
- How do you measure impact?
  - Reporting device on site
  - Other tools (surveys)
- Websites that have changed consumers – ebay, Amazon – partners
- Campaign to change behavior
  - Website only one tool – what are the others?
  - What is going to meet the interest of going after the primary concern / audience?

### Partners

- Other websites – ebay, Amazon
- Big dealers – IKEA
- Industry association
  - Tree services / arborists
- NASCAR web
- Camping web
- Basket weaving – black ash -> local associations / crafts
- USDA / APHIS, USFWS
- Chainsaw / log splitters, etc. -> Home Depot / Lowe’s – staple piece of paper
- What is a partner?
  - Puts stuff on website?
  - Links to / from website?
  - Funds website?
  - Other?

### Features / Tools

- Name that gets to top 10 or 3
- In your face
  - Go to Microsoft and explore ideas
  - Pop ups associated with industry websites
- Interesting / compelling stories

### Marketing “Top 3 or 10”

- Work with specialist / expert in getting to top of list
- Money
- “Training” to get more hits
- Strategic placement of print / tv ads
  - Again driven by audience
- PSAs
- Billboards / t-shirts
- Stores
- License application sites – hunting / fishing
- Target message to audience
  - Focus on implications to them

### Other Than Website

- Smoky the Bear animated special (Pixar)
- “Fox 17” – stations without news (in evening)
- Green Menace DVD – USFS / detail
  - Spinoff PSAs distributed to PBS and played quite a bit
  - Going to be updated
- If going down the PSA / DVD lane -> need big company / TV support (ABC, etc.) or . . .
- Public access TV

### 2008 Actions

- Finish firewood surveys -> figure out the audience(s) of highest priority
- Develop broad message to change behavior
  - Don’t transport firewood
- Make the website a “top-flight” one – springboard for the campaign
- Pathway risks – cost / benefit
- Commercial dealers – easier to regulate
- Comparison / choosing among the various options for action

**Fighting Firewood Flightiness (Group 2)  
Breakout Session  
December 12, 2007**

**Value of Web Site**

- Possible with limited funds
- Serve as a clearinghouse of information
  - For public / consumers
  - Regulatory agencies
  - Producers
- Offer solutions to the problem
  - Information and tools for Federal, state, and local agencies
- Would fill a real need
- Focus on what you can do with firewood; not just what you can't do; make sure it's balanced
- Offer options for people to engage on the issue
- Place where information is integrated would be helpful; pull together parallel efforts

**Gaps that Remain & Challenges Associated w/ Web Site**

- How to get people to the site?
- Already many web sites; could reach a saturation point among the public; consider other options than a web site
- Start with firewood and broaden to other Dialogue issues
- Great need, low interest > how to pull people in?
  - Firewood producers/sellers generally don't use the Web much; need to find a connection to them
- Careful regarding the content of the site make sure it can't be used against use of wood/commercial interests
  - Focus content on firewood; don't want "wood in general is bad"
- Getting message right; communicating in the retail arena
- Be careful about "pre-ordained" categories (of site users)
- Narrow profit margin for firewood
- Convince consumers to buy "local"; and sellers to sell "local" wood
  - Define "local"
- Connecting Federal regulations to the individual; educate public on regulations and possible impact on them

**Potential Target Audiences**

- Wood salvagers ("woodchucks")
- NASCAR fans

- Consumers / firewood users\*\*\*
  - People near “border areas” (of infestations, state lines)
  - Interstate transporters
    - 50 miles
    - 200 miles
  - Campers / recreation
  - Boy Scouts, Girl Scouts > Kids
- Agencies
- Regional/state-level environmental groups
- Retailers
- Producers
- Campgrounds

### **Marketing the Web Site**

- Balance “can do” with “can’t do”
- Careful about content and how it could be used by interest groups
- Offer talking points for regional, local, state-level groups to print and use
  - Fact sheets, flyers
  - Downloadable pdf
- Local producers can link to the web site; offer them the link
- Link with other sites where target audiences are likely to go
- “Keep it in Your Own County”
- Include maps
  - “Hot geographic areas” (i.e. infestations, quarantines, etc.)
  - Risk areas
- Links to information about threat pests
- Start with information clearinghouse, then behavior change

### **Potential Partners (EA = Early Ally; IR = information resources; ID = information dissemination; \$\$ = financial)**

- Local producers – ID
- Boy Scouts & Girls Scouts – ID
- Big Retailers > suppliers – ID
  - Retailer Associations (Retail Industry Leaders Association, National Federation of Independent Businesses)
- NRA (as proxy for NASCAR) – ID
- National Wildlife Federation – EA, IR, ID
  - Could be common ground b/t NRA and NWF in terms of their member’s affinity for outdoor activities
- American Forest Foundation – EA, IR, ID, \$\$; Dialogue participant
  - Recent \$1.5M endowment
  - Drew DeBerry; Larry Weisman
- Wood Promotion Network – ID, \$\$

**Strategy Question**

- Is this effort about a web site or delivering a message?

**Actions for 2008**

- Continue target audience and market research
  - WG 3b, Jodie Ellis
- Identify major components of the web site
  - WG 3b
- Identify credible/best sources of complementary information (ex. site with info about key pests and pathogens)
  - WG 3b
- Confer with Craig Kellog about his target audience research
  - Gina Childs will ask him; meeting on December 14
- More brainstorming on potential partners
  - Financial, info resource, info dissemination
- Contact AFF and inform about Dialogue effort
  - Ben Wigley
  - Wait until WG has its “pitch”
- Send USFS web link to page about state firewood information
  - Gina Childs send to Jodie Ellis
  - End of January 08, early February 08
  - USFS will post info on an ongoing basis
- Reach out to Boy Scouts and Girl Scouts
  - Deborah Landau
  - Wait until WG has its “pitch”
- Hold WG 3b conference call to process Dialogue meeting input and develop strategy moving forward
  - Develop pitch for partnership outreach
  - Invite Ben Wigley, Deborah Landau, Gina Childs to join call

## Money in the Bank: Finding Funds for Needed Actions Breakout Session December 12, 2007

### Congressional Activities

- Overall Coordination of Activities and “Binder”
  - Leads and Timeline: Faith Campbell and Tom Cassidy, ongoing
- Explanation of budget needs
  - What APHIS/USFS has accomplished with existing budget
  - What are the shortfalls for existing activities and the negative impacts
  - What are upcoming/new needs that are not currently funded but will need a budget in the near future
  - What is the impact of a sufficient vs. insufficient budget for invasives (e.g., Chicago and NYC)
  - Leads and Timeline: Faith Campbell and Ken Rauscher, January ‘08
- Develop template and gather stories (personal , success stories) and lessons learned (e.g., Chicago and NYC)
  - Leads and Timeline: Ken Rauscher (state), Joe McCarthy (local/city), Michael Buck (state forestry); January/ February ‘08
- Talking Points and “Science” Documents (pull together from existing docs)
  - Leads and Timeline: Nadine Block, Faith Campbell/TNC; Late February ‘08

### Additional Activities

- Analysis of existing budget politics / process, and assessment of Dialogue’s budget activities and successes/struggles
  - Leads and Timeline: Full Workgroup, ongoing
- 3-year appropriations plan (FY ‘09 – FY ‘11) – consider how strategy should develop over time to account for new administration
  - Leads and Timeline: Full Workgroup, ongoing
- Forest Service’s fire suppression costs – move elsewhere to free up budget for other uses
  - Lead and Timeline: Michael Buck willing to lead; timeline TBD
- Review existing budgets (APHIS and Forest Service) and make recommendations on resource allocation
  - Lead and Timeline: TBD
- Find non-federal funds
  - Private, NGO, foundation?
    - Once identify a project, identify interested funder
  - Taxes, e.g., polluter tax (may be local)
  - Fee system plus incentive (e.g., expedited review/permit, etc)
  - Lead and Timeline: TBD

**FY '09 Target Funding Levels**

- Target Funding Levels
  - For APHIS, use FY '08 levels
  - For Forest Service – identify a target for total budget (consider '07 level)
    - Issues:
      - Delivery system for money from federal agency to states
      - May want to identify a target for Forest Service line item (not for specific pests)
      - For Forest Health Management programs, there is much state discretion for spending the budget – would be hard to direct funding toward specific activity such as invasives.
- Activities
  - Workgroup members bring suggested targets to their respective organizations for input / buy-in
  - Hold conference call for agreement on target funding levels
  - Workgroup write letter, Steering Committee review, send on to Dialogue for review and sign-on
  - Organize meetings on the Hill regarding target funding levels

**Others to Engage**

- National Association of County Officials
- National Association of State Foresters
- Conference of Mayors

**Solid Wood Packaging (SWP)  
Breakout Session  
December 12, 2007**

**General Discussion**

- Who might be opposed to initiative? Or “lose” as a result?
  - Small producers and repairers of wood pallets; can be tough for them to meet the ISPM15 standards; less than 15% of industry are “small” (less than \$500K/year)
  - Some small producers are already in the treatment program, while some large are not
  - ~4200 producers total
- Big box stores are a major producer
- Need a broad solution
- Heat treatment is the main method; fumigation is small percentage
- There is value in the Dialogue offering support to the initiative
  - Group agreed – Continental Dialogue can help somehow
- Continental Dialogue can have greatest impact if voices support > as ad hoc coalitions

**Other Parties to Engage in the SWP Initiative**

- Hardwood Federation
- APHIS
- National Plant Board
- TNC
- Customers
- Pallet Industry
- Kiln manufacturers
- ALSC

**Actions for 2008**

- National Wooden Pallet and Container Association (NWPCA) send fact sheets to Faith Campbell week of December 17; Faith share with Steve Kline, Carl Schulze, and WG#2
- NWPCA draft letter of support for initiative & provide opportunity for Dialogue members to sign on to it as they desire > go through WG#2
  - Way the message is crafted is important
  - Timing is good now
  - Get letter to right level (high level) within the Agency

**Other Pathways to Explore in 2008**

- Corrugated cardboard > moths, termites
- Gather information tools and methods for responding to new introductions
  - Experience from other nations; lessons learned
  - General idea; maybe not a good task for the Continental Dialogue
- Encourage ARS, DOI, USFS, etc. to invest in epidemiology of invasives in US

- Explore potential of bio-controls as a tool to control/limit spread of forest pests
  - Attend conference?
- Dialogue as a clearinghouse for inventorying recent research
  - Very involved task (maybe not right for Dialogue)
  - Tough to get access to information from research institutions

## Keeping the Green Industry Green

### Breakout Session

### December 12, 2007

#### Characteristics of a “Sustainable Industry”

- Has an efficient use of resources
- Minimizes waste generation
- Contributes to environmental quality
  - e.g., planting shade trees – helps mitigate heat island effect and stormwater management
- Sells its products and provides jobs on a long-term basis
- “Does no harm” – is not a vector
- Takes proactive/preventative measures – is not a victim

#### Elements/Criteria of a Sustainable Green Industry Program (for prevention and spread)

- Includes cost-benefit analysis (shows that program is cost effective way to deal with issue)
  - Personnel impact
  - Environmental impact
- Provides market incentives
  - Offers participants a competitive advantage
- Coordinates with regulatory regime and relevant agencies
  - Scope addresses gaps in regulatory authority or implementation
- Recognizes differences across industry
  - Is applicable / scalable to small to large operations
- Provides national baseline or “standard”, but is also flexible enough to adapt to unique state, regional, and local needs
- Assesses level of risk involved with issue (and avoided through program)
- Includes educational element for different industry and consumer segments

#### Primary Next Steps

- Type up and share / get input on
  - definition/characteristics of “sustainable industry”
  - elements/criteria of Green Industry Program
    - See how criteria apply across across industry segments (e.g., nurseries, shippers, landscape architects, etc.)
  - Lead and Timeline: Marc Tefteau share with workgroup for comment, then SC / full group; December / January ‘08
- Identify pathways and gaps that most need addressing / could be addressed by a “green industry program” (e.g., quarantine or prevention phase; clean stock programs for growers)
  - Look at literature (APHIS and other materials)
  - Identify top issues / concerns / gaps and get agreement on focus
  - Identify strategies from other industries that could be applicable
  - Identify resources that could help with development and implementation of programs

- Identify “players” / stakeholders that need to be involved in addressing issues (e.g., extension, florists and others who may impact invasive issues but are not currently engaged with forestry industry/advocates)
- Set up dialogue with industry representatives re: concerns/gaps, resources, elements of a good program

**Other Activities to Consider**

- Discuss and create template for a cost-benefit analysis that could be used to evaluate an industry program
- Public education about industry programs
  - Start with Dialogue members – vet ideas and ask them to identify critical issues

## Considering Changes to the Plant Protection Act Breakout Session December 12, 2007

### Problems with Pre-emption

- Landscape folks concerned about changes to PPA
- Coalition of willing states effective – approach supported by states
- Role of certification / procurement standards
  - Effect of pre-emption on state-by-state certification
- Immediacy of nursery BMP approach?
- Address from regional perspective
- Changes needed that special needs exemption not accomplish?
  - Not much used
  - Work within PPA to solve problems
  - Fewer unintended consequences

### State Interests / Concerns

- Industry potentially interested in engaging with states
- What could regional coalitions do?
- USDA official control WG – state regulated pests – Shirley Wagner

### Liability and Reimbursement

- Like concept, but how to do?
- Would apply to everyone
- Legislature asked DNR for individual liability proposal (e.g., forest fires)
- Concerns about compliance, enforcement – advice to leave to courts & attorneys
- Goal to give workable and just set of incentives directed at pathways
  - Tie compensation to participation (e.g., BMPs)
- One irresponsible person brought in EAB, not industry
  - Industry paid price
  - Have own regulations, people won't buy infected firewood
- Liability should be the same for everyone
- More study needed
- Support for compensation
- States – get together on pre-emption – next step
- Defining liability
- Examples of compensation / liability in other industries – straw doc
- Farm bill provision partially help with compensation
- Federal crop insurance – pilot programs on reimbursement
- Liability conference call?
  - Amy, Lin, David, Michael – opt out if don't want to be on list
- Michael – will work on #1, not sure if liability champion
- Paul – engage [above-listed] members on compensation; someone else could introduce liability

**Level of Protection**

- Number? Discuss tomorrow

**Improve Coordination**

- Give money to states to get up to floor level?
- EO, National ES Council – help coordinate federal agencies
  - Analysis and feedback with Dialogue
  - Federal coordination been on ISAC agenda
  - Dialogue could help invigorate -> send ISAC recommendation to Dialogue to solicit support
    - Amy send to Paul

**Wrap-Up**

- Compensation – if agency assign liability, would investigate – could benefit industry. Tie compensation / liability
- Yes on liability / reimbursement, on pre-emption
- Also look at recommendation on coordination

**Visionary Fund  
Breakout Session  
December 13, 2007**

**General Discussion**

- What are you tagging with this new fee?
- What is the current fee assessed to?
  - Currently doing it in ways that don't work well
- Key = how to make it fair and cheap
  - Less OMB oversight at the outset
  - Need to get it started rather than waiting for perfection
  - Use an adaptive management-type approach
- Who would manage the fund? How do you protect it from getting pillaged for other uses?
  - Should be dedicated and capped
  - Use Commodity Credit Corporation as a model
- Hawaii cargo fee fund > using it to help increase inspections
  - Other state models?
- EX. = container fees in LA and Long Beach; small fees add up and spark opposition
- Involve industry groups/players early
  - Wal-Mart, Lowe's
  - Retail Industry Leaders Association
- Potential Process Structure – 2 entry tracks
  - Mode of transportation > use existing procedure
  - Expedited entry process
    - Pay extra fee
    - Credit for BMPs
  - Minimize impact on industry
  - Give choice and reduce risks
- EX. = Green building (LEED) > can get fast tracked for some permits, but get held up in other places
- How much control would there be – focus on international points of origin; inspections at points of origin
- EAB entered under old regime; wood packaging
- Anything we design will have a cost
- WTO regulations require fairness / equity
  - Can't have 2<sup>nd</sup> track that offers advantage to some
- Dingell's food safety bill – nonstarter as a vehicle b/c did not involve industry early
- Keep it inclusive and as simple as possible
- Coalition around all imports, safe trade in general?
- Shipping industry perspective needed
  - Ask how they would solve the problem
  - Develop shared problem definition
- Existing funds for inspections
  - DHS, AQI
- Look for opportunities (i.e. food from China) to gain a legitimate avenue to Congress

- Consider looking at Australia for models
  - But too small and they inspect everything; probably not applicable in US

**Actions for 2008**

- Do homework on existing fees, funds, and related efforts
  - Look for precipitating event; track trade-related news/events to identify opportunities to add-on invasives; keep invasive species on the radar
  - Maintain focus on invasive forest pests and pathogens
  - Need to have something ready/available that will work
- Seek industry input on fund idea
- Look at lessons learned from other models
  - Oil Spill Fund
  - Emergency Response Funds
    - Faith has study/report to share
- Dialogue define /get clarity on the Dialogue's goal around issue before reaching out
- Bob Ehart send information on Dingell's Food Safety Bill to RESOLVE (RESOLVE share with appropriate Workgroup)
  - Case study / good model; but also shows some pitfalls of not being inclusive (with industry etc.); and not being ready when the precipitous event occurred

**Level of Protection / Performance Measures  
Breakout Session  
December 13, 2007**

**Questions**

- Is there interest in performance measures from APHIS?
  - Yes – they are looking how to justify funding and show accomplishments
- How would new performance measures be different than existing “safeguarding review”?
  - Measures/ level of protection would be more focused on outcomes
- Is there a federal agency that instructs all agencies to adopt performance measures?
  - OMB is involved
- How do APHIS’ existing targets relate to performance measures?
  - Could ask Performance Institute what would be a good measure of effectiveness for individual APHIS targets

**Potential Activities**

- Work with the Performance Institute
  - They worked with EPA and Forest Service
  - Would provide Workgroup/Dialogue with examples, ideas, and analyses before starting any project
  - Could take a study (e.g., McCullough, Haack) and turn the numbers into performance measure
    - e.g., Could use McCullough’s research on number of establishments per year and set as target
- Should we propose performance measures, and/or work as a group to encourage APHIS to do this themselves? (Should this be a self evaluation, or an evaluation motivated by “customer”?)
  - Dialogue could lead the way with preliminary scope (simple/direct message) and show examples of performance measures (EPA)
- Expect consistent improvement in level of protection
  - Measures should be tracked/plotted over time
  - May not focus on numbers, but pace of improvement
- Background information – need to articulate the basis for establishing performance measures
- Which elements are likely to cause harm/ what the concerns are and why existing measures may not address them – promote accountability and transparency
  - Show measures needed to address these elements
  - Show improvement needed and costs associated with performance measures, so can help agency advocate for funding for activities that would achieve measures
  - Should also show budget dollars needed to conduct the program assessments
- Study should show economic benefit of current expenditures and activities
  - Take proposed performance measures and apply retroactively
- Bring APHIS in to “ground truth” activities
  - Identify person to discuss ideas and get preliminary reactions
    - Paula Henstridge (working on safeguarding)

- Paul Eggert, John?
- Talk to OMB? They feel APHIS needs measures and are unclear what is accomplished with their current budget
- Also need industry to quantify impact
- Tie activities to Money/Funding workgroup (if OMB is not satisfied now, they will not want to increase the APHIS budget)

**Proposed Next Steps**

- Ask APHIS and Department of Homeland Security re: current measures
  - Ask for briefing for Workgroup or Dialogue
  - Include info/update on budget problems (like previous presentation)
- If we recommend something, have a study to prepare the Dialogue
  - Measures needed for Activities X, Y, & Z, and data to support this
- Request high level meeting with APHIS – make proposal regarding level of protection versus broader performance measures
- Committee to write RfP for consultant and “articulate the need”:
  - Anand
  - Terry
  - Frank
  - Jodie (stay informed)

**Plenary Session  
December 12 – 13, 2007**

**Future Dialogues**

- Add focus on science / integration

**Issues Parking Lot**

- How to raise “the issue” in eyes of public, Congress, etc.
- Other groups / entities we should be engaging with . . . strategically?