Title: New York State Integrated Pest Management Program Communications Team: 2009 Accomplishments

Date: January 14, 2010

Project Leaders: Mary Woodsen, Staff Writer, and Karen English, Website Coordinator and Graphic Designer, NYS IPM Program

Summary: In 2009 the NYS IPM Communications Team—a writer and a webmaster-designer—produced an annual report; wrote several news releases; designed and produced many brochures and posters to complement our outreach; helped create six new teaching modules; continued work on a comprehensive 200,000-word, multi-volume consumer reference on pest management in and around the home; and began or completed a number of other projects, detailed below.

1. Ornamentals IPM
   • 2 issues of the Ornamentals eNewsletter (posted on website)
   • Disease Resistant Vegetables posters, brochure & bookmarks (designed, laid out & produced)
   • Pest Management Strategic Plan for Commercial Greenhouses in the Northeastern United States (posted on website)

2. Fruit IPM
   • Sweet Cherry booklet for Sweet Cherry Field Day (designed, laid out & produced)
   • Strawberry Sap Beetle fact sheet (composed & posted on website; title added to the database)
   • Updated all TracFruit record-keeping software with 2009 versions

3. Livestock IPM
   • Reproduced 4 dairy fact sheets in print
   • Dairy Flies poster: designed, laid out & produced, and displayed at Empire Farm Days and the Fun on the Farm event

4. Field Crops IPM
   • Designed a cover for the Stored Grains Workshop manual
   • Teaching Modules: Worked with the field crops team to finesse these hands-on, easy-to-use teaching plans for soybean and wheat growers:
     o Aphids and Yellow Dwarf in Wheat in New York State
     o Asian Soybean Rust in New York State
     o Foliar Diseases on Soybeans in New York State
     o Insect Pests on Soybeans in New York State
     o Soybean Aphids (SBA) in New York State
     o Soybean Diseases jeopardy

5. Organic Guides project (Vegetable IPM)
   • 13 Organic Guides covers with original artwork (designed, laid out & produced)
   • Guides for apples, carrots, cole crops, cucumbers & squash, peas, and snap beans were posted on the website and titles were added to the database

6. Late Blight project (Vegetable IPM)
   • Updated our online What is Late Blight? document as Late Blight: A Serious Disease of Potatoes and Tomatoes and posted companion pdf
   • Late Blight of Potatoes and Tomatoes Fact Sheet (updated layout and design and posted on website)
   • Late Blight brochure (designed, laid out & produced)
   • Late Blight poster: designed, laid out & produced, and displayed at Empire Farm Days and the Fun on the Farm event

7. Prepared updated website text for review
8. More Vegetable IPM
   - *Swede Midge* fact sheet (updated and posted on website)
   - Environmental Impact Quotient (updated and posted on website)

9. Golf Courses/Turfgrass IPM
   - *Reducing the Risks of Golf Course Management* (posted on website)
   - 2 large banner posters: designed, laid out & produced, and displayed at the US Open
   - Designed the cover for the manual *Reducing Chemical Use on Golf Course Turf: Redefining IPM*
   - *Curculiónido del annual bluegrass* fact sheet (composed and posted on website; title added to the database)

10. Bed Bugs Project (Community IPM)
    - Completed and posted the What’s Bugging You? section of website
    - Composed and presented *Find Out What’s Bugging You at the NYS IPM Website* as a video at the 6th International IPM Symposium
    - Output a previously-made bed bugs poster in new dimensions for the Comstock display case

10. Comprehensive Homeowner IPM Guide (Community IPM)
    - Thorough writing, editing, and review
    - Designed and laid out the document

11. News Releases/Excellence in IPM Awards: wrote, distributed (including via the website) the following news releases and award announcements
    - Award honors crew who make golf greener
    - Excellence among insects earns award for pest-management innovator
    - Battling pests and pesticides earns award for Westchester woman

12. Project Reports from previous season were organized, posted on the website in 2 formats, and added to the database

13. NYS IPM Program Annual Report 2008—2009: Wrote, designed, and produced 4,000 copies of our annual report, enhanced with photographs and illustrations and including 23 stories:

   - What’s the forecast?
   - Great greens
   - Bee happy, bee healthy
   - Trac your turf
   - TAg and TAg lite
   - What’s bugging you?
   - Train the trainer
   - IPM spells “Interactive Plant Manager”
   - Meet the Bethpage crew, Excellence in IPM Award winners
   - Plays well with others
   - Learn with your hands and well as your head
   - Playing catch-up
   - A bug-eat-bug world
   - For PETE’s sake
   - Conference call? Call me when it’s over!
   - High-performing spuds
   - Meet Carol Glenister, Excellence in IPM Award winner
   - Meet Roberta Wiernik, Excellence in IPM Award winner
   - Organic farmers use IPM
   - Back by popular demand!
   - A+
   - Seeing is believing
   - Bugs in your bed?