

## PESP Member of the Month

### PLANET: The Professional Landcare Network PESP Member Since 1995

PLANET, the Professional Landcare Network, is an international association serving lawn care professionals, landscape management contractors, design installation professionals, and interior "plantscapers." PLANET provides its members with a solid business foundation to help them evaluate, plan, and better manage their companies. Member firms have direct access to marketing tools, industry specific business publications, updates on legislative issues, and networking opportunities that can help them become more profitable.



PLANET was created in 2005 when the Associated Landscape Contractors of America (ALCA) and the Professional Lawn Care Association of America (PLCAA) joined forces to become a network of green industry professionals. PLCAA had been a PESP Member for over ten years when it became part of PLANET. PLCAA, organized in 1979, was a global trade association for residential and commercial lawn care professionals. ALCA, founded in 1961, was a global trade association for landscape maintenance, installation, and design and build contractors.

PLANET develops and maintains active programs for approximately 3,500 member firms in the areas of business management, government affairs, public relations, technical assistance, safety and insurance, education, and relations with other facets of the green industry.

...Continued on Page 2

**F**all is a season when people with yards tend to their lawns and plan for winter. It is the time of year when many people aerate, fertilize, and if necessary, sow grass seed. This month the PESP Wire looks at lawn care and landscaping. Several of our PESP members are working to increase public awareness of how people's actions in their yards impact their local environments. For example, pesticides and fertilizers can run-off into nearby rivers, lakes, and streams. In 2010, EPA joined a new network of federal agencies, trade associations, and medical experts to address the growing problem of ticks and tick-borne diseases such as Lyme disease. One of the goals of this network is to increase public knowledge of the risks posed by ticks and actions people can take to protect their families and pets.

### RainScaping: A Social Marketing Message That Soaks In

by Todd Peterson, Ph.D., EPA

Do you practice rainscaping? This question is asked as part of a growing social marketing campaign. As a PESP member, you might be interested in the power of social marketing. Will it make a difference to your business or organization? Let's consider how the Chesapeake Ecology Center ([chesapeakeecologycenter.org](http://chesapeakeecologycenter.org)), a new PESP member in Maryland, is using social marketing to make an impact.



A Chesapeake Ecology Center rain garden demonstrates how "rainscaping" works.

...Continued on Page 2

**PESP Member of the Month:  
PLANET: The Professional Landcare Network  
(Cont'd)**

In its most recent PESP strategy, PLANET set the goal of providing better agronomic information on watering and mowing to consumers, who can use this information to make their lawns and landscapes healthier, so fewer pesticide applications are needed. PLANET's strategy is to encourage companies to make inspection visits and scout properties for problems without necessarily making a pesticide application.

PLANET's strategy is intended to encourage association members to think about risk reduction in a consistent, goal-oriented way. PLANET's survey tool measures customers' progress toward risk-reduction by proper care for their lawns. A challenge is to get lawn care customers to follow lawn care service provider's instructions to care for their lawn and landscape in a way that makes it healthier, so fewer pesticide applications are necessary. For example, it is difficult to get lawn and landscape customers to follow advice on proper watering, mowing, and alerting the company of pest or growth difficulties in their landscape. When customers follow instructions, there is a better chance of reducing pest pressures and pesticide applications.



*PLANET's team of over 450 lawn care professionals spread lime on 275 acres at Arlington National Cemetery during PLANET's "14th Annual Renewal and Remembrance" event on July 19th, 2010.*

In 2005, EPA worked with PLANET on a "Lawns and the Environment" Initiative. "Lawns and the Environment" documents are used by PLANET's members and their customers to improve lawn care activities and practices, thereby resulting in environmental improvements. By getting their customers to fill out a lawn care and landscaping scorecard, PLANET members can judge if their customers are reading and following the educational material they were provided.

More recently, PLANET was instrumental in the formation of a network addressing the ever increasing rate of tick borne diseases (Lyme Disease, Rocky Mountain Spotted Fever, Anaplasmosis, etc.). The purpose of the network is to coordinate efforts in public education and performance measurement. In 2010, the founding members included PLANET, Centers for Disease Control, Lyme Disease Association, National Association of School Nurses, IPM Institute of North America, and EPA's Office of Pesticide Programs. The network's initial efforts focus on building a toolbox to serve target audiences. PLANET conducted a survey of its member companies on their practices concerning ticks. It is working with the network on outreach materials that lawn care companies can provide to their customers to protect themselves, their families, and their pets from tick-borne diseases.

**RainScaping: A Social Marketing Message  
That Soaks In (Cont'd)**

Rainscaping's objective is to keep rain water on site, thereby mitigating storm water runoff. The benefits include preventing the direct discharge of pollutants in local waterways, natural filtering of storm water runoff into the ground, recharging local ground water, and reducing flooding and erosion.

To start rainscaping, you can use the following best management practices: 1) rain barrels; 2) rain gardens; 3) green roofs, forest buffers, and living shorelines; 4) native plants, trees and shrubs, and 5) replacing impervious surfaces with permeable surfaces (e.g. pavers, gravel, and mulch).

The RainScaping Campaign ([www.rainscaping.org](http://www.rainscaping.org)) seeks to motivate the public and businesses to become involved. The campaign's website promotes rainscaping and instructs the public on how to use various techniques and materials for rainscaping. In addition to this web presence, the campaign uses advertising to motivate people to learn more and participate— this is how social marketing "goes live."

**The Evolution of the Chesapeake Ecology Center**

Before the CEC was created, the National Association for the Advancement of Colored People (NAACP) was interested in planting a memorial garden. Through a bit of negotiation, an agreement was reached to fund the creation of a "riparian forest buffer" containing a memorial plaque. This garden spot located on the grounds of the J. Albert Adams Academy, near downtown Annapolis, Maryland, inspired Zora Lathan, now CEC Director, to consider using the entire school grounds for demonstration sites (e.g. gardens, forest buffers, and living shore line). In 2002, the CEC was ...Continued on Page 3

### RainScaping: A Social Marketing Message That Soaks In (Cont'd)

established, and the concept of conservation landscaping led to the current site, which features thirty native plant demonstration gardens including rain gardens across a ten-acre campus.

At the start, the school was surrounded by bare turf grass and many invasive species of trees and underbrush. That all changed with the installation of a forest buffer and native species and with the planting of three rain gardens. In the next year, three more rain gardens along with xeriscapes (drought-tolerant gardens) were planted. It took over eight years to get the results we see today. From 2007 to 2009, the shoreline along an adjoining creek was transformed by removing massive amounts of invasive trees, shrubs, and vines. Today you will find a beautiful forest buffer with many species of native plants, which attract beneficial insects and a wide variety of birds.

#### The Campaign

People find motivation in something that improves the environment and beautifies the natural landscape near their home, school or workplace. How will they hear about this project? Public service announcements (PSAs) offer an obvious form of social marketing, but running a PSA is a challenge today. However, the concept of social marketing is picking up speed. For example, The National Fish and Wildlife Foundation funds a rainscaping campaign to target homeowners and businesses. There is no way an environmental group like the Foundation can compete in the marketplace of ideas without getting its message out to its target audience.

The CEC is one of forty-four RainScaping Campaign (RC) partners. Like the other partners, it lends its particular strengths to the campaign; for example, CEC's native plant demonstrations. Another RC partner provides CEC garden tours. A challenge for CEC is to manage the campaign and get "buy-in" from various partners—an effort that takes a good deal of networking and time. A significant help with buy-in are the outstanding display posters, signs, and handouts used by partners.

Social marketing includes outdoor rainscaping education stations, print ads, website ads, and television ads. In addition, live venues showcase presentations, exhibits, hands-on installation instruction, and demonstrations of rain barrels, rain gardens, and other best management practices. All these outreach techniques display the RainScaping.org logo and web address, which brings people to core information about best management practices.

What makes for a diverse campaign? For Fall 2010, the CEC's campaign involves: running ads on cable TV networks; presenting

a five minute TV segment about rainscaping during the fall; hosting a banner ad on a cable TV Internet site (appearing 300,000 times) over three months; and print ads in local magazines. Signs at local rainscaping education stations will provide highly visible, outdoor advertising for over two years.

All this advertising helps drive people to the website for more information. The CEC website contains "downloadable," informational, YouTube videos on installing a rain garden and rain barrel, as well as ads that market rainscaping.

#### Power of Partners

CEC functions as a coordinating partner for the RainScaping Campaign. Forty-four partners include Pepsi, Smithsonian Environmental Research Center, Jug Bay Wetlands Sanctuary, and many state and local organizations. Through partnerships comes support that is vital to making social marketing work. The future of rainscaping is in partnerships and collaborations that motivate others to make rainscaping more popular.



*Zora Lathan, Director, Chesapeake Ecology Center, explains rain gardens.*

#### Impact, Measures, and Results

Anne Arundel County, Maryland, is developing the Watershed Stewards Academy to train people to install bio-retention installations, rain gardens, rain barrels, tree plantings, living shorelines, and other best management practices. Graduates of the nine week training commit to a capstone project, which puts into practice techniques learned during the training.

The stewards can use county resources such as mapping tools to enter the locations of all rain gardens, rain barrels, green roofs, sand infiltration trenches, and various other underground infiltration systems into a geographical information system.

...Continued on Page 4

## RainScaping: A Social Marketing Message That Soaks In (Cont'd)

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This mapping effort will make it possible to calculate drainage area and reduction in run off, thereby, illustrating the effect of the rainscaping campaign. Native plants have their own significant impact in that they are adapted to the local environment and really do not need fertilizer or other cultural, artificial inputs. One native oak can provide habitat for over five hundred species of beneficial birds and insects.

### The Bottom Line

For CEC and the RainScaping Campaign partners, there are signs of great progress. The RainScaping Campaign will only reach its goal when everyone with a yard keeps most, if not all, of the runoff on-site. There is room to expand this social marketing campaign and, as more and more households and businesses engage in rainscaping, knowledge of this practice will spread. For more information, visit [www.rainscaping.org](http://www.rainscaping.org).

## Two Bay Area Projects Receive Grants to Reduce Pesticide Use in Urban Areas

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SACRAMENTO - Educating consumers how to effectively get rid of garden pests while protecting waterways from pesticide contamination is the focus of two Bay Area projects receiving a total of \$370,000 in grant funding, Department of Pesticide Regulation (DPR) Director Mary-Ann Warmerdam announced. Pest Management Alliance Grants were awarded to:

- City of San José for the Pesticide-Free Park and Demonstration Gardens at Guadalupe River Park, \$200,000.
- Bay Area Stormwater Management Agencies Association for the IPM Advocates for Retail Stores, \$170,000.

“These projects will help inform casual gardeners as well as professional landscapers that pesticides applied in homes and gardens can contaminate water quality in urban waterways,” Warmerdam said. “There are effective pest-control options that protect our environment.”

Pest Management Alliance Grants emphasize collaborative efforts that can be widely implemented and IPM, a combination of natural and preventive strategies that focus on long-term pest prevention and pose a low risk to people, pets and the environment. Pesticides are used as a last resort and selected to remove only the target pest.

Since the grant program began in 1998, DPR has awarded approximately \$10 million to more than 200 projects. The grants are subsidized with special funds generated by fees on pesticide sales. Details about the projects and local media contacts follow:



### San José- Pesticide-Free Park and Demonstration Gardens at Guadalupe River Park

The city of San José, with help from the Guadalupe River Park Conservancy, plans to create a model, pesticide-free urban park at the 4.5-acre Courtyard Gardens. The gardens are located within the Guadalupe River Park, a three-mile ribbon of parkland in the heart of downtown San José.

Pests in the Courtyard Gardens currently are controlled with pesticides. With the grant, pest control will shift exclusively to IPM strategies, including a weed-prevention test area and a squirrel control program.

The demonstration gardens will be designed to resemble yards of typical single-family home yards and convey IPM principles through interpretive signs and self-guided tours, brochures, podcasts and cell phone apps.

Residents will learn how to replace lawns with drought-tolerant plants that reduce energy and water use as well as provide habitat for birds and beneficial insects. The design will be selected through a city contest to raise awareness for sustainable landscape practice among landscape design professionals.

“This project is one more way San José is implementing a green vision- practices that contribute to a sustainable way of living,” said John Stufflebean, director of the city’s Environmental Services Department. “We’ll be tracking all facets of the project and publishing the outcomes and recommendations as a case study for other agencies that are interested in developing pesticide-free parks.”

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## Two Bay Area Projects Receive Grants to Reduce Pesticide Use in Urban Areas (Cont'd)

The Guadalupe River Park Conservancy is a local nonprofit organization committed to developing River Park into a vital, urban central park for residents, tourists and visitors. The conservancy coordinates more than 10,000 volunteer hours annually.

DPR honored San José earlier this year with its IPM Innovator Award for using IPM strategies to control insects, weeds, rodents and other pests. The city has been reducing its reliance on pesticides with goats and sheep for weed control on parklands; barn owl and bat boxes in city parks and community gardens to control pests; and removing cocoons of the destructive tussock moth by power washing, followed by releases of stingless parasitic wasps.

The media contact for San José's Environmental Services is Communications Manager Jennifer Garnett, (408) 535-8554 or [Jennifer.garnett@sanjoseca.gov](mailto:jennifer.garnett@sanjoseca.gov).



### Bay Area- IPM Advocates for Retail Stores

The Bay Area Stormwater Management Agencies Association is committed to keeping pollutants out of stormwater systems that carry runoff into creeks and the San Francisco Bay. The project will build on and expand the Our Water, Our World program ([ourwaterourworld.org](http://ourwaterourworld.org)) by developing certified IPM Advocates, a team of representatives who can educate store employees and their customers about:

- Effective use of alternatives to pesticides to control ants, aphids, moths, snails, weeds and a host of other pests.
- How to avoid environmental and health effects by properly using toxic pesticides if they are needed.

As more of the older, more toxic pesticides are phased out or abandoned by increasingly "green" consumers, demand is growing for store employees to be knowledgeable about alternative methods and products.

Alternative products are in stores, but interested consumers need help identifying them.

The association plans to use IPM practices recommended by the University of California Statewide IPM Program to develop a formal curriculum and train and certify "IPM Advocates." The advocates, who will receive a stipend, will be matched with retail stores to assist with product selection, displays, marketing and employee training workshops.

The project will target pesticides with a known effect on surface water quality in urban and suburban waterways, including pyrethroids, carbaryl, imidacloprid and fipronil. Organophosphates, older compounds of high regulatory concern because of their toxicity, are also targeted, but at a lower priority because of declining use.

The media contact is Executive Director Geoff Brosseau, (510) 622-2326 or [info@basmaa.org](mailto:info@basmaa.org).

DPR, one of five departments and boards within the California Environmental Protection Agency, regulates the sale and use of pesticides to protect people and the environment. For more information about DPR, see [www.cdpr.ca.gov](http://www.cdpr.ca.gov).

## Compliance Screening of PESP Members

During the month of October, EPA's Office of Enforcement and Compliance Assurance (OECA) is performing a compliance screening of all PESP members. Because the Agency is taking steps to increase the visibility of PESP and our members' successes in reducing pesticide risk, it is in the interest of the partnership to maintain the integrity of the PESP "brand." EPA is using compliance screenings as a standard for environmental commitment. In an era of "green-washing"—environmental marketing without proven environmental benefits—compliance screening provides all of our stakeholders with a level of quality assurance. In addition, the Agency is using compliance screening to set standards for membership eligibility and recognition awards. PESP members are not required to submit information as part of this process, and OECA will not contact members directly during the screening. If you have questions about the compliance screening, please call the PESP Information Line on 800-972-7717.

We welcome your questions regarding PestWise programs and the compliance screening! Please contact us at (800) 972-7717 and we will be happy to help.

# Upcoming Conferences, Meetings, and Events

Sign Up Today for the 2010 Oh Deer! Environmental Forum held by the Cacapon Institute  
October 11- November 20, 2010  
Washington, D.C.  
[www.cacaponinstitute.org/high.htm](http://www.cacaponinstitute.org/high.htm)

PestWorld 2010  
October 20-23, 2010  
Honolulu, Hawaii

2010 Women in Sustainable Agriculture Conference  
November 1-3, 2010  
Fairlee, Vermont

Free Integrated Pest Management Training and Organic Lawncare Sponsored by The IPM in Health Care Facilities and Community Outreach Project, co-sponsored by the Maryland Pesticide Network and Beyond Pesticides  
November 4, 2010  
Baltimore, Maryland



Bug Off Pest Control Center's 2010 New York Pest Expo: "The Complete PMP: IPM and Beyond"  
November 11, 2010  
Manhattan, New York

6th Annual Sustainable Ag Expo  
November 15-16, 2010  
Monterey, California

Lawn Care Summit 2010  
December 1-3, 2010  
Atlanta, Georgia

IAQ Tools for Schools National Symposium  
January 13-15, 2011  
Washington, DC

### EPA Pesticide Database to Aid Consumers in Controlling Bed Bugs

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WASHINGTON - With cases of bed bug infestations increasing, many people are turning to pesticides as a means of ridding their homes of the pest. To help people find an appropriate pesticide for use on bed bugs, the U.S. Environmental Protection Agency (EPA) has created a new database listing all pesticides registered for this purpose. The new search tool will let consumers choose an EPA-registered bed bug product that meets their needs and is safe if properly used according to label instructions.



“This new database will help Americans select a safe, EPA-approved pesticide to help rid their home of bed bugs,” said Steve Owens, assistant administrator for EPA’s Office of Chemical Safety and Pollution Prevention. “While this tool ensures a safer way of dealing with bed bugs, chemical pesticides are most effective when used properly and in conjunction with practical steps like reducing clutter, covering mattresses, vacuuming and other methods.”

Pesticides are one of many tools that can be used in combating bed bug infestations. When used in a comprehensive approach that combines vigilance in monitoring, integrated pest management techniques, and other non-chemical control methods, registered pesticide products can help control a bed bug infestation.

There are more than 300 different products registered by EPA for use against bed bugs. When selecting a bed bug pesticide product, it is important to choose one that is appropriate for the situation, such as where the pesticide will be applied, and always follow the instructions on the pesticide’s label. This new product search will allow the consumer to find bed bug products by company, name, EPA registration number, active ingredient, and place of application. Search the bed bug pesticides database: <http://www.epa.gov/bedbugs/productsearch>

Tips on preventing bed bug infestations: <http://www.epa.gov/bedbugs/>

### EPA Solicits Grant Applications to Support State-based Pesticide Incident Surveillance Efforts

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The Office of Pesticide Programs is seeking proposals from state health agencies to support state-based pesticide incident surveillance efforts to better protect the health of those who may be exposed to pesticides through their occupations.

The funding opportunity announcement is available at <http://www.epa.gov/pesticides/grants/index.htm>. Proposals are due by 5:00 PM Eastern Time on November 4, 2010.

If you have further questions, please contact Elizabeth Evans ([evans.elizabeth@epa.gov](mailto:evans.elizabeth@epa.gov)).

### New Enable the Label Online Discussion Forum Topic: LRM Chapter 3

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EPA’s Office of Pesticide Programs has posted an update to Enable the Label, our online discussion forum that’s used to improve clarity and usefulness for Label Review Manual users. Chapter 3 is the discussion topic for October, with a particular focus on mandatory versus advisory statements, types of pesticide labeling, and label format. After the discussion thread closes at the end of October, we will review comments received and incorporate useful ones into future revisions of the Label Review Manual. For this discussion focusing on the Label Review Manual, the Agency is not asking for general discussions on pesticide policy issues.

EPA created Enable the Label to facilitate the exchange of information and ideas related to the labeling of pesticides. We use the forum to facilitate a monthly discussion focusing on one or two chapters of the Label Review Manual. Forum participants are welcome to post their thoughts and ideas on the topics and provide feedback on any other subject covered in that month’s chapter. The goal is to improve the clarity and usefulness of the manual for its users -- primarily people who draft, review, or enforce labels in the field. Pesticide manufacturers and their representatives, and State pesticide regulators may also use the manual.

Enable the Label provides informal comment opportunities to everyone interested in improving the Label Review Manual, and encourages creative solutions to complex pesticide label challenges in an open and transparent environment. We invite you to regularly submit your comments and comment on others’ ideas at: <http://blog.epa.gov/enablethelabel/>

# Grant Opportunities

Close Date	Grant Title	Agency/Organization	Funding Number
November 8, 2010	<b>Peoples Garden School Pilot Program Grant RFA</b>	USDA-FNS	N/A
November 17, 2010	<b>Community Food Projects Competitive Grants Program</b>	USDA-NIFA-CFP4	USDA-NIFA-CFP-003304
November 22, 2010	<b>Regional Integrated Pest Management Program- North Central Region</b>	USDA-NIFA-RIPM	USDA-NIFA-RIPM-003349
November 22, 2010	<b>Regional Integrated Pest Management Program- Northeastern Region</b>	USDA-NIFA-RIPM	USDA-NIFA-RIPM-003352
November 22, 2010	<b>Regional Integrated Pest Management Program- Western Region</b>	USDA-NIFA-RIPM	USDA-NIFA-RIPM-003350
November 22, 2010	<b>Regional Integrated Pest Management Program- Southern Region</b>	USDA-NIFA-RIPM	USDA-NIFA-RIPM-003351
Ongoing	<b>Vegetable and Strawberry IPM Travel Grants</b>	Northeastern IPM Center	N/A
Ongoing	<b>Federal Funding Opportunities for Emerald Ash Borer Research</b>	USDA – APHIS – PPQ EAB	N/A
Ongoing	<b>Environmental Quality Incentives Program</b>	USDA– NRCS	N/A
Until Funds Exhaust	<b>IPM Minigrants Program</b>	North Central IPM Center	N/A
Ongoing	<b>Special Issues in the West</b>	Western IPM Center	N/A
Ongoing	<b>Biotechnology Programs: Conference and Outreach Awards</b>	University of California	N/A
Ongoing	<b>SARE Grant Opportunities</b>	North Central Region SARE	N/A
Ongoing	<b>SARE Grant Opportunities</b>	Northeast Region SARE	N/A
Ongoing	<b>SARE Grant Opportunities</b>	Southern Region SARE	N/A
Ongoing	<b>SARE Grant Opportunities</b>	Western Region SARE	N/A