

January 31

PSEP Funding Stakeholder “Other” Workgroup Conference Call

Attendees: Andrew Moore (NAAA), Shawn Wilson (UofKY), Carol Black (WSU), Carol Somody (Syngenta), Jim Burnette, Shanon Joyner, Renee Woody (NCDACS), Liza Fleeson (VDACS)

Next Calls: February 26 at 3PM Eastern

- Call-In Number: 1-888-266-3096
- Pass code: 57968880

Acronyms

- AAPSE – American Association of Pesticide Safety Educators
- ACRC – Ag Container Recycling Council
- CPDA – Chemical Producers and Distributors Association
- ESA – Entomological Association of America
- NAAREF – National Agricultural Aviation Research & Education Foundation
- NPMA – National Pest Management Association
- PSEP – Pesticide Safety Education Program
- SLA – State Lead Agency
- TPSA – The Pesticide Stewardship Alliance
- WSSA – Weed Science Society of America

Notes from Conversation

Reviewed major discussion areas from first call: university fees, NAAREF profile, AAPSE as gift recipient, possible revenue streams, and additional ideas for funding

Report on Action Item: Carol Black reported on the development of the PSEP University Survey that hopefully will provide information to help with the discussion on “how much funding is needed” and “typical fees assessed on money coming into the university.” Andrew Thostenson, AAPSE President, will send out survey to PSEP coordinators on Carol Somody/Syngenta gift list.

Report on Action Item: Carol Somody reported another survey was going out to association and registrants regarding their contributions; there is overlap between the two surveys. Information from the giving side is critical to the discussion.

Report on Action Item: AAPSE has yet to be contacted regarding their ability to receive gifts. **Carol Black to follow up on membership drive/gifting campaign.**

Report on Action Item: Consider atypical groups that receive benefits from PSEP, but not usually in the stakeholder group. Discussed how to move forward on this. Andrew Moore offered to contact to find out if there is an equipment manufacturer

organization. CDPA: Chemical Producers and Distributors Association is one to add to the list.

ACTION ITEM: Carol Black offered to draft an email soliciting input from the entire Stakeholder Team to add their ideas to develop as comprehensive list as possible. Consider looking at large association meetings (TPSA, NPMA) or organizations and report their donors/sponsors – collate into a list. Email will have a prepopulated list to spur ideas. Shawn Wilson and Carol Somody offered to review the email.

In considering the idea of a license plate and a national campaign, these were merged into a discussion of a single special-targeted donation (state/national) campaign.

ACTION ITEM: Start developing a framework document addressing different ideas. The framework would initially be associated with a donation campaign.

- A benefit argument for PSEP would have to be crafted and different marketing messages developed for the target group of the campaign (general public, applicators, non profits, businesses, etc).
- What role could the SLA serve for a national campaign vs a donation to an SLA-fund set up to receive the donation (like a donate to the president fund, donate to hunting/fishing state program).
- **Refer to State Workgroup:** Could license application/renewal forms have a donation section and a special fund set up. Consider similar state contribution campaigns associated with licenses and permits (Hunting in ID – donate to Access YES; State park permit – donate to state parks)
- Would associations like WSSA, ESA even consider a campaign drive associated with their membership renewal –
 - **Action Item:** WSSA (Somody), ask ESA (Mulder), TPSA (Fleeson).
- How might this relate to a commodity check-off program?

Regarding consideration of working with or approaching a large endowed non-profit, like Gates Foundation, Pew Trust, we need to compile a list and research if any of their goals would mesh with pesticide safety education – *no action yet assigned*.

Regarding the “milk container levy,” Carol Somody is awaiting a report from CropLife America on the pros and cons of this type of an approach.