

Fashing, Terri

From: BASMAA Info [info@basmaa.org]
Sent: Monday, August 03, 2009 1:08 PM
To: IPM Partnership Reps.
Subject: Bullet list of activities/accomplishments of the Our Water, Our World program for FY 08-09
Attachments: Excel Garden Products catalog mention.pdf; _AVG certification_.txt

Hi all *Our Water, Our World* representatives – below is a bullet list of activities/accomplishments of the *Our Water, Our World* program for FY 08-09 that you may use for annual reporting purposes.

- 1) Recruited Home Depot into program
- 2) Coordinated master print run of the following: fact sheets, shelf talkers, literature rack signage, banner, beneficial bug brochure, business card, magnet, Pest or Pal activity guide for kids, pocket guide, and Pests Bugging You? booklet
- 3) Updated Healthy Home and Garden booklet (and renamed Pests Bugging You?)
- 4) Published new fact – Rats and Mice (English and Spanish)
- 5) Started development of a new fact sheet – Gophers, Moles, and Voles
- 6) Updated less-toxic Product Lists: Master – by brand name version; by pest version, and OSH and Home Depot-specific lists/labels
- 7) Updated materials – Poster, Flyer – Professional IPM Help
- 8) Updated [Website](#) architecture, kept website updated, and added Green Gardener tab and created Green Gardener page to provide one location on web for information on any of the separate Green Gardener programs in the state (Monterey Bay, Santa Barbara County, Santa Clara Valley)
- 9) Provided [Ask-the-Expert](#) service
- 10) Provided and staffed exhibitor booths
 - Excel Gardens Dealer Show (August 2008)
 - Ace Hardware National Show (August 2008)
 - L&L Dealer Show (October 2008)
 - NorCal trade show (January 2009)
 - How-to-Fair Pleasanton (March 2009)
- 11) Provided on-call assistance (e.g., display set-up, training, IPM materials review) to specific stores (e.g., OSH, Walgreens)
- 12) Provided print advertising and article -- [Green Zebra guide](#)
- 13) Provided print advertising -- [Bay Nature magazine](#); Bringing Back the Natives Garden Tour's garden guide, OSH weekly flier – 10 year anniversary ad, Summer Winds IPM Innovator ad
- 14) Provided articles (Ace Green Hardware Retailing, Pacific Coast Nurseryman and Garden Supply Dealer, San Francisco Chronicle Letter to Editor mention, Excel Garden Products catalog mention (attached))
- 15) Made presentations
 - Healthier Alternatives MD (December 2008)
 - International IPM Symposium (March 2009)

Let me know if you have any questions. Thanks, Geoff

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