

THE NEW YORK BOTANICAL GARDEN

*Invasive Species Summit: Restoration and Long-term Management*

Final Report—December 2017

In March 2017, the Lower Hudson Partnership for Invasive Species Management (PRISM) awarded The New York Botanical Garden (NYBG) funds to co-present the *Invasive Species Summit: Restoration and Long-Term Management* in November 2017. On November 3, 2017, the event was held to meet the goals of the 2017 Lower Hudson PRISM Action Plan Objective 6.2, to share information relevant to the management of invasive species from partners within New York State PRISM regions and outside PRISM regions. Action 6.2.3 is to “Plan and execute a symposium in 2017.” Nearly 300 registrants attended the event that showcased the importance of long-term management and ecological restoration in managing invasive species.

Information Exchange was the main PRISM goal for the *Invasive Species Summit*, and this goal was successfully accomplished. The program presented an introduction to ecological restoration, ongoing invasive species management, and restoration projects from three PRISM Partners (New York City Parks, NYBG, and Westchester Land Trust), and examples at different scales. Ample time was given to allow for productive discussion after both the morning and afternoon presentations. Tables were provided in the lecture hall lobby and coffee classroom to distribute handouts and display posters, including the PRISM and Cornell Cooperative Extension Invasive Species Information Panels. The PRISM Invasive Species Categorizations were also distributed at registration and entrance to the lecture hall. Space was provided for PRISM to host a networking lunch discussion on best management practices of specific invasive species.

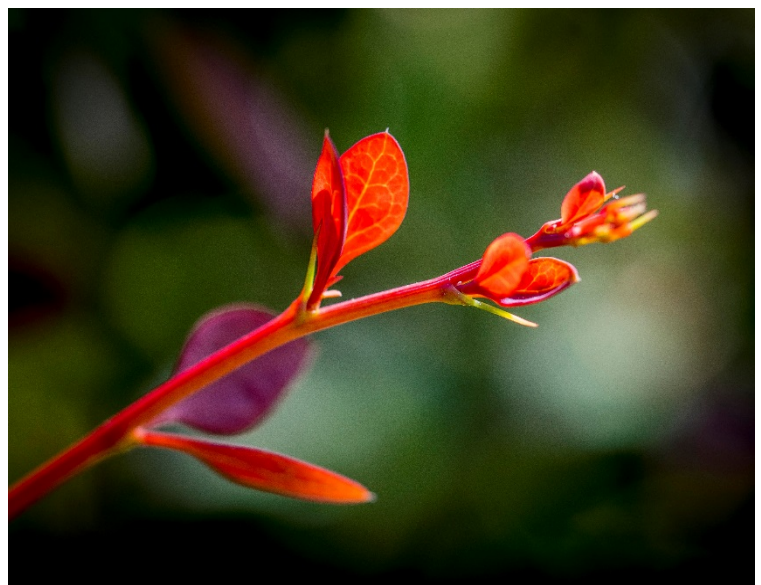
Below is a summary of completed progress based on the project work plan and outlined deliverables.

**Deliverable 1 and 3. Organize and Manage**

The speakers were recruited as reported previously, and all submitted their presentations on time to allow for A/V run through and event setup. Travel was more or less uneventful and successful. Professional continuing education credits were offered for NYS-DEC, LA-CES, ISA, and SER-CERP. Final registration was 292.

**Deliverable 2. Market**

An image of Japanese barberry was chosen as the *Invasive Species Summit* image used to market the event (Image 1). In total, 550 fliers were distributed (Appendix 1),



**Image 1. Japanese barberry (*Berberis thunbergii*) © Esin Ütün**

12 marketing emails were sent, and 31,000 Adult Education catalogues were distributed. The event was listed in the online Adult Education catalogue (<http://adulthood.nybg.org:8080/cart65/jsp/session.jsp?sessionId=182HRT834&courseId=182HRT834&categoryId=10105>) and had its own mini-site (<https://www.nybg.org/event/invasive-species-summit-restoration-long-term-management/>). A marketing toolkit was developed and distributed to PRISM partners to share the event details with their audiences.

For the event, a standardized PowerPoint slide was created to introduce, transition, and conclude the presentations with the same image and message (Image 2).

# NYBG

INVASIVE SPECIES SUMMIT

Friday, November 3, 2017

Co-Presented with the Lower Hudson  
Partnership for Regional Invasive  
Species Management

NEW YORK BOTANICAL GARDEN



**Image 2.** A template slide was used during the *Invasive Species Summit* to streamline the presentations and event messaging.

#### **Deliverable 4. Execute**

The event was held on November 3, 2017 with nearly 300 registrants. Of the registrants that identified themselves through the registration process, 20 were PRISM partners, 98 NYBG Members, 12 NYBG Employees, 11 NYBG Volunteers, 10 NYBG School of Professional Horticulture Students, and 141 non-members. The majority of participants were from New York, with the addition of Connecticut, New Jersey, Pennsylvania, Maryland, Massachusetts, Louisiana, and Florida. A total of 24 participants received professional credits (11 for NYS DEC, 10 for LA-CES, 3 for ISA, and 0 for SER-CERP).

The *Invasive Species Summit* Program (Appendix 2) included:

9:15–10 a.m. Check-in and Coffee

10 a.m. NYBG Welcome

Todd Forrest, Arthur Ross VP for Horticulture and Living Collections, NYBG

10:15 a.m. Lower Hudson PRISM Welcome

Linda Rohleder

10:30 a.m. *Removal is Not (Usually) Enough!*

Paddy Woodworth

11 a.m. *Restoration Success in a Densely Urban Environment*  
Kristy King  
11:30 a.m. *So Many Weeds, So Little Time*  
Art Gover  
12–12:30 p.m. Panel Discussion  
Moderated by Todd Forrest  
12:30–2 p.m. Lunch Break  
Lower Hudson PRISM Networking Lunch, M232  
2–3:15 p.m. *Lessons from Urban to Suburban Environments*  
Tate Bushell and Jessica Schuler  
3:15–4 p.m. Discussion



**Image 3. *Invasive Species Summit* Presenters (left to right): Paddy Woodworth, Art Gover, Kristy King, Tate Bushell, Todd Forrest, and Jessica A. Schuler. Photo credit: Suzanne Clary, LHPRISM.**

The NYBG Mertz Library created an *Invasive Species Summit* LibGuide with links to additional resources for participants, [http://libguides.nybg.org/invasiveplants/invasive\\_species\\_summit](http://libguides.nybg.org/invasiveplants/invasive_species_summit).

### **Deliverable 5. Publish**

The video of the *Invasive Species Summit* was published on the NYBG YouTube channel and the program summary was posted to the NYBG Blog, “Science Talk” and shared through social media, <https://www.nybg.org/blogs/science-talk/2017/12/restoration-solution-invasive-species-problem/>.

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The New York Botanical Garden greatly appreciates the support from the Lower Hudson PRISM for this effort.