

The Wisconsin Emerald Ash Borer Response Plan is being updated.

**New science and research
is guiding the development
of a revised plan for
Wisconsin.**

It will be ready soon.

Participating Agencies:

Wisconsin Department of Agriculture, Trade and Consumer Protection

Wisconsin Department of Natural Resources

US Forest Service

USDA Animal and Plant Health Inspection Service

University of Wisconsin



Wisconsin Emerald Ash Borer Response Plan



State of Wisconsin
Jim Doyle, Governor



Department of Agriculture, Trade and Consumer Protection

Rod Nilsestuen, Secretary

Department of Natural Resources

Scott Hassett, Secretary

This document accompanies the 2006 Wisconsin Emerald Ash Borer Response Plan, developed by the Wisconsin Department of Agriculture, Trade and Consumer Protection and the Wisconsin Department of Natural Resources. The Plan details a response to EAB infestations that may be found in Wisconsin.

Consideration of current scientific knowledge, the current strategies employed in states battling infestations, and the plan developed by the National EAB Science Panel have all greatly influenced this plan.

This plan is in a dynamic state. Progress in other states eradication projects, research findings, and changes in the National EAB Eradication Plan will likely impact the Wisconsin Emerald Ash Borer Response Plan.

This plan will be reviewed annually, or more often as new developments, such as survey tools and more effective treatments become available.

Information requests or requests for copies of this document can be made to the following individuals:

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Department of Agriculture,
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Scott Hassett, Secretary
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Date _____

Date _____

Wisconsin Emerald Ash Borer Response Plan

The Wisconsin Department of Agriculture, Trade and Consumer Protection and the Department of Natural Resources have developed a response plan for Emerald Ash Borer. This plan was created with the input of: the University of Wisconsin-Madison, USDA Animal and Plant Health Inspection Service – Plant Protection and Quarantine, and the USDA Forest Service. Many key partners and stakeholders have contributed to this plan. There are more who have valuable insight to give. We invite all who read this document to contribute ideas and suggestions.

This Wisconsin Emerald Ash Borer Response Plan is a working document that provides agencies immediate guidance on implementing a response to a confirmed Emerald Ash Borer infestation. The agencies will modify the document on a regular basis. Annually, the agencies will seek input from partners and constituencies on appropriate enhancements or adjustments to the plan.

As previously stated, this plan will assist with a response to an EAB infestation. It is limited in scope. This plan does not cover long-term management of generally infested areas. Management strategies for areas that are determined to be beyond eradication will be covered in the EAB Strategic Plan, which is currently under development.

Goal

The goal of the Emerald Ash Borer (EAB) program is to prevent the introduction, establishment and spread of Emerald Ash Borer in Wisconsin through science-based proactive actions including survey, import restriction and public information. However, recognizing that eventual arrival of EAB in Wisconsin is highly likely, the goal of this plan is to identify appropriate and effective response actions to be taken by federal and state agencies when it arrives. These actions include prevention, detection, communication, regulation and eradication activities. Stakeholders, private institutions, tribal governments and local units of government are contributors to this plan and may be active partners in the response.

Objective

The objective of the plan is to minimize the destructive effects of EAB on Wisconsin's ash resources. Ash trees are a valuable Wisconsin resource as a component of our northern hardwood, oak-hickory and bottomland hardwood forests. They also are widely planted throughout our urban areas and parks. Ash also is valuable to Native Americans in Wisconsin for its excellent basket-making quality and cultural importance.

This plan includes the following strategies to meet this objective:

- Identify how the Incident Command System will be used to manage the response.
- Employ a vigorous survey and detection program using science-based national and regional survey protocols.

- Establish protocols to:
 - quarantine and eradicate EAB populations,
 - protect uninfested areas within and beyond the state's boundaries, and
 - identify and control artificial movement of host materials of the EAB.
- Develop a process for maximizing the utilization of ash material produced by EAB eradication activities.
- Establish a communications plan (including outreach and education) to assure effective and timely communications with local, regional, state and federal government agencies, academia, and plant industry professionals when detection of EAB occurs.

Background

History

The Emerald Ash Borer (*Agrilus planipennis*) a devastating pest of all ash species (*Fraxinus spp.*) in the Midwest, was first found in Michigan in 2002. Initially, six counties were found to be infested. Currently, there are 21 generally infested counties (counties with established EAB populations that aren't likely to be eradicated) in Lower Michigan, and the state is eradicating spot infestations throughout Lower Michigan and at Brimley State Park in the eastern Upper Peninsula. In 2006, state officials changed their control strategy from eradication to management and enforcement of quarantines. The lack of funds needed to support an eradication effort along with several new detections in areas remote from the original finds were key reasons for this change. EAB has also been detected in Ohio, Indiana and Illinois. State officials in Ohio have announced a reduced eradication program, focusing eradication on isolated new finds. Indiana officials are focusing efforts on enforcing quarantines and Illinois officials are currently formulating their response. It is suspected that EAB originally arrived in wooden shipping crates from China.

Information about EAB biology, survey and control is limited. This is because EAB is new to the United States and is not a serious pest in its native environment (northern China, eastern Russia, North Korea and Japan). Exotic pests are rarely serious pests in their native environment because they have coevolved in their environment with their hosts, natural enemies and competitors to the extent that each is generally in balance with the other. Therefore, survey tools and control methods are rather basic. Currently, setting "detection trees" (girdled ash trees that attract EAB) is the best method for detecting low populations. Eradication efforts consist of removing all ash trees, not just infested trees, in a half-mile radius around infested trees.

Considering Alternatives to Eradication

We are committed to using the best available science and keeping current with scientific information. Additionally, we recognize that each site must be evaluated to determine the benefits of eradication versus the costs. In addition to review of scientific data, site

surveys will be conducted to determine accessibility, environmental sensitivity and endangered resources, in consultation with the US Fish and Wildlife Department, DNR Endangered Resources Program and Traditional Ecological Knowledge (TEK).

The No-Action Alternative

If no action is taken, EAB will reproduce and populations will spread unchecked due to the absence of predators, natural enemies, or host resistance. The effect of this method can be seen in southeastern Michigan where EAB went undetected for about 10 years. Although the natural spread may be only about ½ mile per year, the spread by humans moving infested firewood is unlimited. If no action is taken, all ash species may cease to exist in North America.

The Pesticide Alternative

Pesticides are not 100 percent effective at preventing EAB survival, and therefore, cannot be considered as an eradication treatment. Furthermore, because pesticides are not used for eradication, they do not fall within the National Science Panel's eradication plan. Therefore, Wisconsin would not receive federal funding for this method. It is recognized that the use of pesticides will be an important component to the long-term management of EAB and will be considered as part of the strategic plan.

Ongoing Activities

Surveys: Targeted surveys of high-risk areas and response planning have been ongoing for two years. The Department of Natural Resources (DNR), the Department of Agriculture Trade and Consumer Protection (DATCP), University of Wisconsin-Madison and USDA Forest Service have been participating in survey efforts. In 2004, all of Wisconsin's state parks and forests that offer camping were visually surveyed and detection trees were established at 12 sites. In 2005, approximately 101 private campgrounds in northeastern and southeastern Wisconsin were visually surveyed, and detection trees were established on the Lower Wisconsin Riverway. Sites in southeast Wisconsin that were most likely to have new plantings of ash, including new developments, also were visually surveyed. Detection trees also were placed in Wisconsin's national forests. Presently, no EAB have been detected in Wisconsin. Survey kits also were mailed to communities interested in conducting their own detection surveys. In 2006, visual surveys will continue on private campgrounds. Detection trees will be established on approximately 25 state park properties. Detection-tree locations were chosen, based on the amount of ash resource and historical number of visitors from areas where EAB has been detected. The USDA Forest Service will continue to establish detection trees on Forest Service land.

Strategic Planning: An interagency team, lead by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), has been drafting a strategic plan, along with this response plan. Two "table top" exercises have been held, in which state and federal agency personnel met with stakeholders to discuss process and actions that must be carried out once EAB is detected.

Meetings with Partners: A series of meetings with industries that may be able to utilize infested material are currently under way. Five utilization groups have been identified and include: 1) pulp and paper; 2) sawmills; 3) wood residue (mulch); 4) arborists; and 5) loggers. A valuable dialog has taken place with each of the first four groups. Loggers are yet to be included in the utilization discussion.

Public Policy: DATCP introduced modifications to the rule, ATCP 21, in 2006, which has gone through hearings and was given final approval by the DATCP Board in May, 2006. This rule is under review by the State Legislature, and will soon become law, barring any unforeseen issues. This rule restricts the movement of a wide variety of ash products into the state from any areas quarantined or regulated for EAB. The Natural Resources Board approved an emergency rule, FR-20-06 (E), which prohibits the movement of out-of-state firewood onto DNR-managed properties.

Outreach (refer to list of publications)

Outreach has focused on internal and external stakeholders who are most likely to detect EAB through the course of their day-to-day activities. This would include municipal and private arborists, landscapers, nursery personnel, utility rights-of-way clearance crews, private and public foresters, loggers and master gardeners. Presentations and articles in trade magazines have been targeting these groups. Information has been given to the State Legislature to apprise them of the threat and ongoing activities. Press releases have been timed to warn the public of the dangers of moving firewood right before the popular camping holidays. DATCP has established a toll free number, 1-800-462-2803, for reporting potential sightings of EAB. Approximately 400 calls have been received. Each caller has been sent an informational packet, and numerous calls have been followed up by site visits. No EAB has been found. Several publications have been created and distributed; these are listed in Appendix A.

Response

Incident Command System

An outbreak of a devastating pest such as EAB has a local, state, national and international impact. Because of the threat to other states and Canada, when and if EAB is found in Wisconsin, there will be a joint response, using local, state and federal authorities and resources. Because response to EAB includes multiple agencies, authorities and responsibilities, the incident would be managed using the Incident Command System, with Unified Command established at the onset of the response. Unified Command is a team effort, allowing all agencies with responsibility for an incident, either geographical or functional, to establish a common set of incident objectives and strategies to which all can subscribe. This is accomplished without losing or abdicating agency authority, responsibility or accountability. The following is a flow chart of the ICS structure for the Emerald Ash Borer Response.

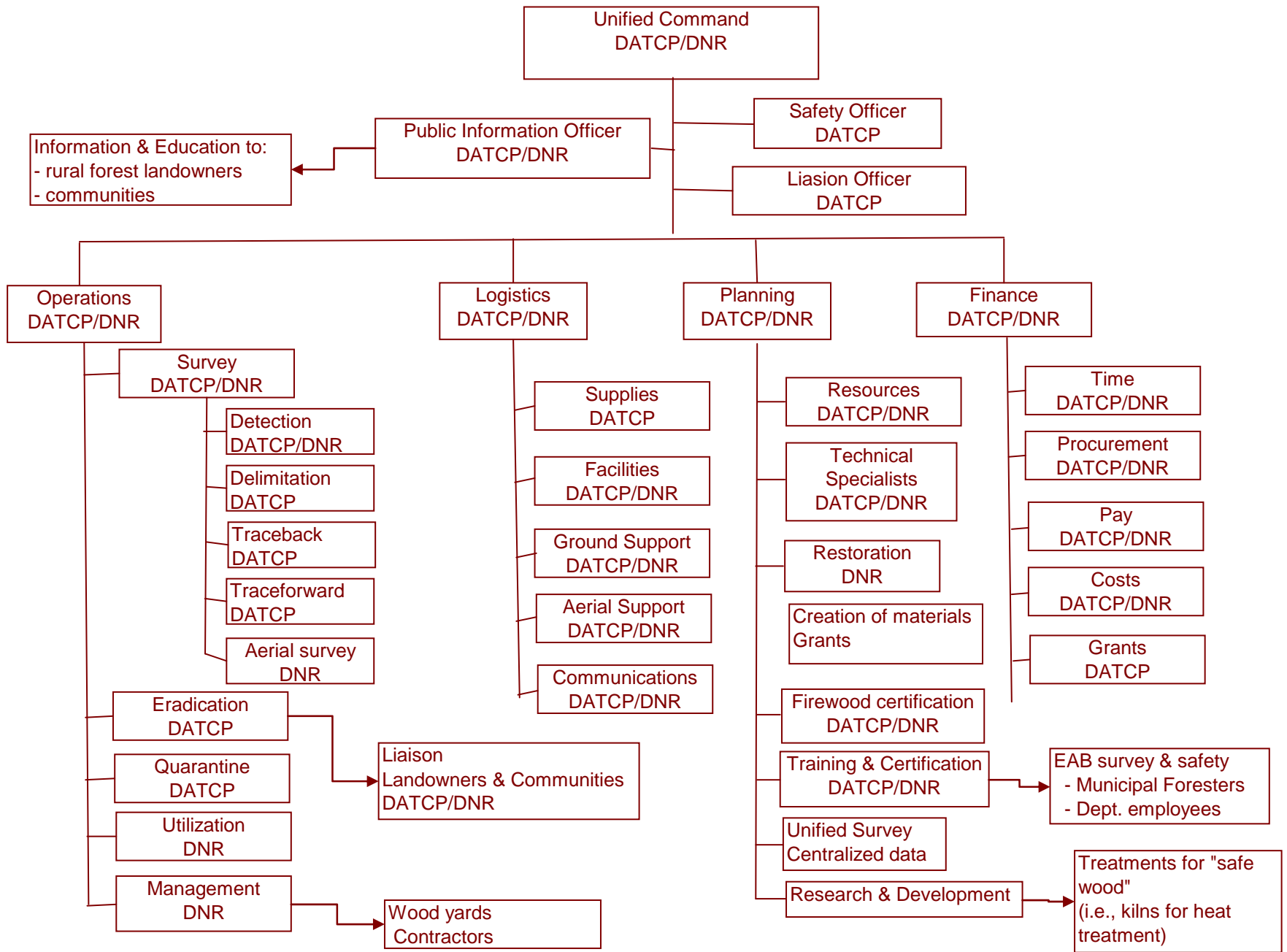
Entities participating in the Unified Command could include DATCP, DNR, USDA-APHIS-Plant Protection and Quarantine, USDA–Forest Service-State and Private Forestry, University of Wisconsin-Madison and local authorities responsible for tree management within their communities. Unified Command is initiated as soon as two or more agencies having jurisdictional or functional responsibilities come together on an incident. It is especially important on an incident where there may be conflicting priorities, based on agency responsibilities. The Unified Command Team, which includes each agency’s Incident Commander (IC), meets before delimitation and eradication activities begin. In this meeting, the ICs will discuss and make mutual decisions on priorities and objectives, limitations and concerns, strategies to accomplish objectives, organizational structure, staff assignments, planning, logistics and financial procedures.

An *Agency Representative* is an individual assigned to an incident from an assisting or cooperating agency, and has the authority to make decisions on matters affecting that agency’s participation at the incident. Agency Representatives can function as IC’s in a Unified Command if they are IC-qualified by their agency.

In addition to the ICS Response Organization, an Advisory Group will review and advise on action strategies, recommend research objectives, public outreach objectives and funding initiatives. This group comprises representatives of DATCP, DNR, USDA-APHIS-PPQ, USDA-FS-State and Private Forestry (S&PF), and UW-Madison. Together this group possesses the scientific expertise, legal authority, and program responsibility to evaluate and recommend changes in the response actions and those not covered in the plan. The advisory group will help resolve issues not easily addressed by any individual involved in the ICS Response Organization.

The advisory group will consist of:

1. DATCP plant industry bureau director
2. DNR office of forest science director
3. USDA APHIS, PPQ state plant health director
4. USDA Forest Service exotic species expert
5. University of Wisconsin forest entomologist



ICS RESPONSE ORGANIZATION

This organization will manage an EAB outbreak by coordinating all activities at the state level. The organization will develop and implement the response plan, gather and assess data, support or conduct investigations, and manage all state aspects of investigative and response functions. Media/communications activities will be part of the response organization's responsibilities, including press releases, advisories and otherwise managing media and public relations as appropriate.

DATCP and DNR will develop and assign positions, using the Incident Command System (ICS). In the field, the assigned Incident Commanders (ICs) – state officials – will each manage all response operations in an infested area.

The ICS Response Organization, under the direction of the IC, will organize workforce activities and other resources. Workforce organization will reflect the needs of the event, including staff assignments for operations, finance, logistics, communications, records, and other needs.

The incident Command Staff would be composed of or selected by:

1. DATCP Pest Survey And Control Section Chief
2. DATCP Plant Protection Section Chief
3. USDA APHIS State Plant Health Director
4. Wisconsin DNR Forest Health Coordinator
5. University of Wisconsin Extension Entomologist
6. USDA Forest Service – State and Private Forestry Representative
7. DATCP and DNR Resource Educators
8. DATCP and DNR Media Specialists
9. Others as determined by EAB Unified Command Staff

Duties of ICS members are as follows:

The *Public Information Officer* is responsible for developing information about the incident for the news media, incident personnel, and other appropriate agencies and organizations. The Incident Commanders in the Unified Command structure will approve information of media news releases.

The *Safety Officer's* function is to identify, assess and/or anticipate hazardous and unsafe situations, and to develop and recommend measures for assuring personnel safety. The Safety

Officer has the ability to directly stop unsafe acts if personnel are in imminent life-threatening danger. The Safety Officer participates in planning meetings, identifies hazardous situations associated with the incident, and reviews the incident action plan for safety implications.

The *Liaison Officer* often is assigned to incidents that are multi-jurisdictional or that have several agencies involved at the incident scene. The Liaison Officer will be the point of contact for Agency Representatives assigned to the incident by assisting or cooperating agencies. The Liaison Officer maintains a list of assisting and cooperating agencies and agencies representatives, and assists in setting up and coordinating interagency contacts. The Liaison Officer also participates in planning meetings, providing current resource status, including limitations and capabilities of agency resources.

For the EAB response, the following are the functions that would need to be provided in the ICS structure.

Operations: The *Operations Section* manages the tactical operations at an incident. The main operations that would need to occur include surveying (including detection, delimitation and trace-backs), quarantine, eradication and utilization of wood. The incident action plan would include activities that would have to be conducted in each of these areas.

Planning: The *Planning Section* collects situation and resources status information, evaluates it, and processes the information for use in developing action plans. The Planning Section Chief prepares the incident action plan, establishes specialized data collection systems as necessary (e.g. weather), and compiles incident status information. The Planning Section also oversees the demobilization plan and maintains incident history records.

Logistics: The *Logistics Section* is responsible for providing facilities, transportation, communication, supplies, equipment maintenance and fueling, food services for responders, medical services for responders, and all off-incident resources. In many locations, the Logistics Section may best be led by local authorities who are more knowledgeable about an area than the technical experts coming from another part of the state.

Finance: The *Finance Section* usually is led by a member of the jurisdiction or agency requiring financial services. This section is responsible for managing the financial aspects of the incident, ensuring that compensation and claims functions are being addressed, ensuring that all personnel and equipment time records are accurately completed and transmitted to home agencies, and maintaining daily contact with agency(s) administrative headquarters on finance matters.

Most of the command staff positions will be filled with representatives from DATCP, DNR and USDA-APHIS. Depending on the location and nature of the response however, it is likely that local and tribal representatives will be part of the incident command structure, and may indeed hold command staff positions.

Survey and Detection Protocols (pre-infestation)

EAB has not been found in Wisconsin to date. This has been determined by a number of survey and detection activities that have occurred throughout the state. They include both visual and trap-tree surveys, the two principal methods for detecting EAB. Trap-tree surveys require girdling ash trees to attract beetles, then destructively sampling the tree at survey's end. This is

the most effective way to locate new EAB infestations, but is limited to areas where trees can be sacrificed for the survey. Standard protocols developed at the national level by APHIS and USDA-FS have been followed in all Wisconsin surveys.

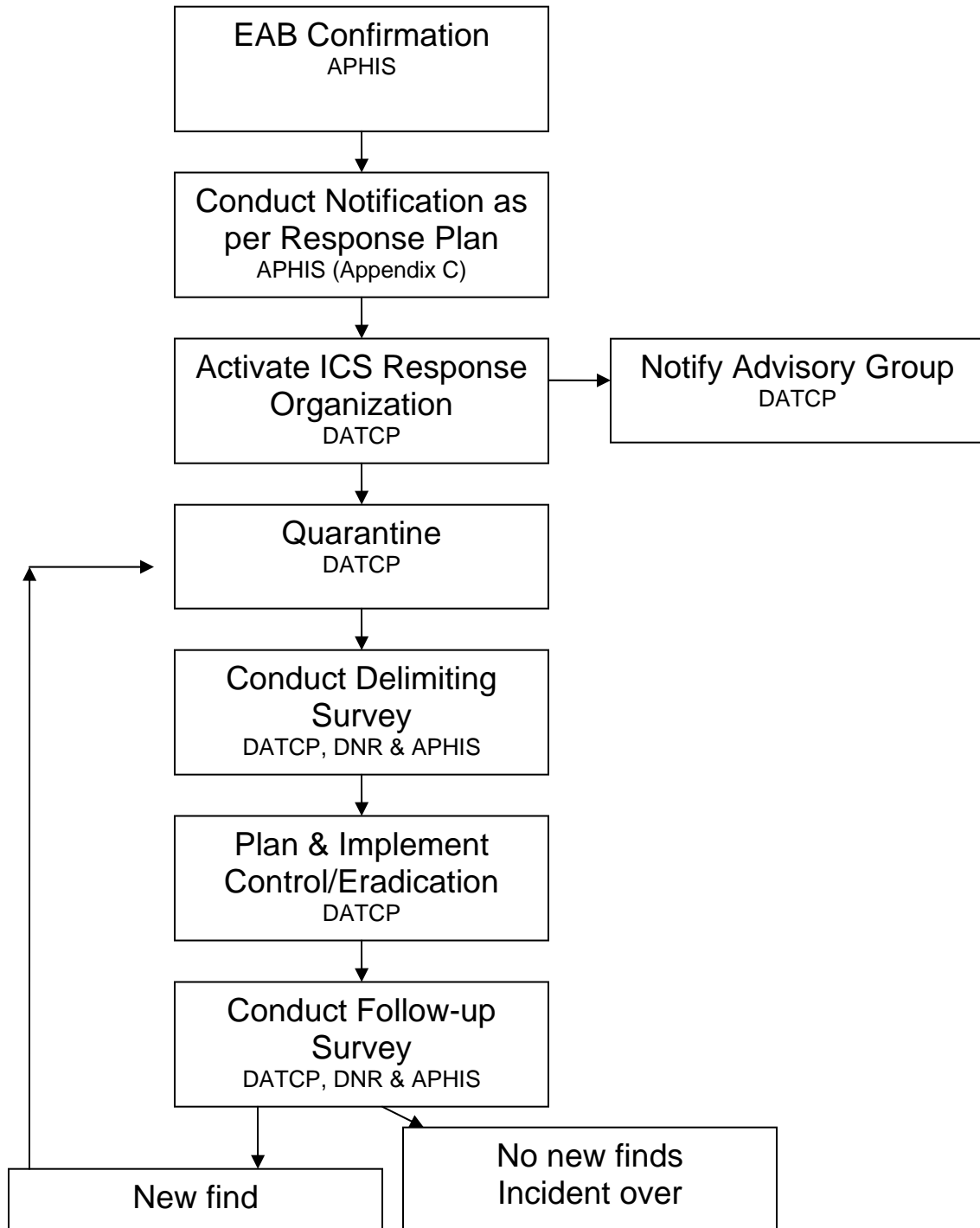
High-risk areas for EAB introduction include areas in close proximity to infested areas, locations where infested materials are likely to be introduced, and areas with high concentrations of ash trees. These include southeast Wisconsin, where there are many ash street trees, and north-central Wisconsin, where the state ash forest resource predominates. Campgrounds, cottages and summer homes, new construction and landscaping are all likely sites of EAB introduction. Firewood dealers, nurseries, pulp mills and sawmills are businesses that are potential movers of infested ash. EAB may be detected as part of a survey or regulatory inspection, on either private or public land. Surveys and detections also should occur near airports, seaports, pallet/skid companies and near shipping and cartage (cart or truck) hubs where invasive species can enter areas from distant and foreign lands. Also, many industrial park plantings consist heavily of ash, owing to its drought tolerance. A regulatory incident is the term used to describe an EAB find during inspections of host materials that regulated businesses grow, sell or utilize.

Systematic visual surveys of street trees, targeted visual surveys of businesses dealing in ash material, and regulatory trace-backs of EAB-infested material are all methods used to detect EAB. A toll-free number, 1-800-462-2803, for anyone who thinks they have EAB on their property or have seen it in their neighborhood, is a part of the EAB surveillance system.

Notification System

There are a number of ways in which the first EAB may be discovered in Wisconsin. It may be noticed by nursery personnel, a homeowner, or as part of a survey (as discussed above). The first discovery will be sent to entomologists at the UW-Madison, DNR, DATCP, USDA-Forest Service or USDA-APHIS-PPQ. USDA-APHIS-PPQ will provide final confirmation of an EAB positive identification. See the following chart for subsequent notification procedures (next page).

EAB Notification and Mobilization



Mobilization

Once there is official confirmation of the EAB in Wisconsin, the ICS Response Organization will be activated, and the Operations Section will take the following actions:

1. Quarantine the affected area.

DATCP has the authority to issue a quarantine to restrict the movement of EAB and infested host material. A quarantine covers a specific area delineated by specific boundaries. The area may be an individual property, a township, a county or an entire state. Affected businesses are notified, and press releases are issued to notify the public once quarantine conditions are met and the quarantine has been enacted. Host material may be removed from a quarantined area if inspected and certified as free of EAB.

2. Conduct a delimiting survey to determine the extent of the infested area.

Intensive survey will be the first response to any EAB detection to delimit the extent of the infestation. This effort may include the use of more aggressive survey techniques, such as the use of tree climbers or bucket trucks, and the felling and peeling of suspect trees, or a combination of these to determine the extent of the infested area.

A systematic visual survey will be conducted to determine the number and distribution of infested ash trees, and to provide an initial assessment of the eradication and utilization efforts needed. All ash trees deemed to be in the eradication area will be marked.

To assure host specificity, one or two non-ash trees in close proximity to the affected ash trees will be visually examined at each survey site. Non-host trees exhibiting D-shaped emergence holes will be vigorously investigated.

Surveyors will re-inspect eradicated sites in successive years to assure the efficacy of the eradication.

3. Develop plan of action, based on results.

Once delimitation is complete, the Incident Commander will request that a plan of action be developed to minimize the spread of the EAB from the initial infestation site, and to ensure eradication of the pest. Mobilization of additional resources (i.e. public information officer, other agencies, laboratory analyses, and field/technical staff) and implementation of the ICS structure will ensue, ensuring a coordinated effort, including timely and effective communication between the site of infestation, agencies and affected parties, as well as a system for record-keeping and documentation.

The National Science Advisory Panel recommends eradication of newly found infestations, thus, this response plan focuses on eradication. We are also committed to using the best available science and keeping current with scientific information. Additionally, we recognize that each site must be evaluated to determine the benefits of eradication versus the costs. In addition to review of scientific data, site surveys will be conducted to determine accessibility, environmental sensitivity and endangered resources, in consultation with the US Fish and Wildlife Department, DNR Endangered Resources Program and Traditional Ecological Knowledge (TEK). If success through eradication is not considered possible, alternative strategies will be considered. Inadequate funding and staffing may significantly influence decisions related to management options. In addition to this response plan, a long-term strategic plan is being drafted and addresses other options, including the use of silvicultural, biological, chemical and cultural methods to reduce the impact of EAB.

As previously stated, eradication of EAB will include eliminating all ash trees within the EAB infested area, as well as all ash trees within ½ mile of the outer edge of the infested area. A science panel developed this eradication method, following research on dispersal (Dispersal of Emerald Ash Borer: A Case Study at Tipton, Michigan by D. McCullough, T. Poland, and D. Cappaert). The research revealed that more than 70 percent of EAB galleries occurred within 100 meters of the infestation source (a firewood pile). Further, gallery density decreased significantly as distance increased. Removal of trees at 800 meters removed the most distant galleries. If this information is disproven, we will follow the newly advised procedures, if feasible.

Trees infested with EAB die in one to four years. How far EAB will spread in a year is unknown, but it is believed that the beetles will stay in an area with a plentiful food source. For this reason, part of the control strategy is to girdle trees near infested trees to attract the beetles. This helps localize an infestation until the adults have finished flying for the year (late August). After a beetle flight has ended, tree removal can begin. Limiting natural spread is difficult, but preventing artificial spread may be an even more serious problem. EAB can be moved in infested firewood, nursery stock and logs.

Efforts also will be made to determine the original source of the EAB infestation. This will help identify whether additional actions need to be taken to locate as-yet unknown infestations or prevent further introductions of the pest.

Disposal/Utilization

Eradication of EAB involves the destruction of significant numbers of ash trees (both infested and non-infested). As a result, one of the largest challenges in EAB eradication projects is the disposal or utilization of ash material. Because quarantine regulations restrict the movement of ash material out of quarantined areas (with some exceptions), wood utilization becomes even more difficult. These restrictions may limit the ability to use this material as commercial landscape mulch, wood pulp chips and solid wood products (lumber, railroad ties).

As defined in the EAB-ICS chart, one group of the Operations Section will focus on utilization issues. They will gather information regarding the location of potential utilization assets – such as biomass fuel users, firewood processors, tree care firms, sawmills, pulp mills, mulch manufacturers, and landfills.

Additional information about other potential users of ash and the specifications they require will be needed. New markets also may be available or can be developed. For example, chips can be used as a bulking agent for sewage sludge composting, or as feedstock for creation of pyrolysis oils. Pyrolysis oils can be used as heating oil, a carrier for creosote treating, or as a feedstock for the production of various wood chemicals and wood pellets. All of these uses need to be demonstrated in Wisconsin (*see Appendix B for more information on Disposal/Utilization*).

Communications Plan

In addition to the communications plan currently being implemented as part of ongoing educational and survey activities, significant additional resources will need to be spent on communications when EAB is discovered in the state. The communications plan contained in Appendix D identifies the various resources available and the various entities that can help

disseminate information. There are a considerable number of publications already available on the Emerald Ash Borer, including the Report Emerald Ash Borer Identification Card (DNR publication PUB-FR-290 2005).

In addition to these, there are posters and information sheets available that are appropriate for public display or inclusion in a publication. Most of these materials can be found at www.emeraldashborer.info.

A joint information center will be established as part of the ICS response, to ensure that coordinated, effective communication to a variety of audiences occurs. It is important that property owners, businesses (nurseries, etc.), political entities (city and county officials), as well as the press, have accurate and adequate information about the devastation this insect can cause, and the actions that must be taken to eradicate this invasive pest.

Responsibilities Based on Authorities

The following chart applies to private and public lands. Lands that are generally NOT covered here include tribal lands, and federally owned land. Federal lands are specifically the responsibility of federal agencies. DATCP may work on federal lands under a cooperative agreement. Each tribal government has the autonomy to determine its own plan of action. Much work remains to engage each of the tribe's representatives and federal landowners to determine whether, or how, each would like to proceed on EAB activities. Each group listed in the following chart has responsibilities that are based on federal law, state statute or administrative rule.* Responsibilities that apply to EAB are listed here. Some activities are agency specific, while others are shared across agencies. Moreover, one agency may have the authority for specific actions, but another agency may, at times, have the resources to conduct the work more efficiently. A Memorandum of Understanding (MOU) between DNR and DATCP will help to sort out some of their overlapping duties

Government or Organization	Detection	Regulation	Control	Communication
USDA – APHIS	Technical support and funding. Official identification.	Interstate movement. Emergency action notification. Compliance agreement.	Assist with eradication treatment.	Participate in activities with other agencies and affected groups. Printed materials.
USDA- FS		Movement onto national forest land.		
USDA-FS State and Private Forestry	On all federally owned land. Technical support and funding.		Assist with treatment and management.	Participate in activities with other agencies and affected groups. Printed materials.
DATCP	On all properties, private and public.	Quarantine. Intrastate movement. Holding and destruction orders.	Delimitation. Eradication and containment. Contracting services.	Notify and coordinate activities with other agencies and affected groups. Press releases and other printed materials.
DNR	On non-federal forest lands. This excludes urban forests, which will be coordinated by DATCP.	On land owned or managed by DNR, they may regulate users, including their use and possession of firewood.	Development of management recommendations in cooperation with other state and federal agencies.	Coordinate activities with other agencies and affected groups. Press releases and other printed materials.
Univ. of Wisconsin	On university property and other by permission.			Primary EAB Web site. Printed materials.

*Applicable laws or authorities:

Federal Regulations: Plant Pest Act 2000,
7CFR 301.53 – 301.53-9 - EAB regulations,
7CFR 319.40 - Solid wood packing material.

Wisconsin State Statutes:

26.30 - Forest insects and diseases, department jurisdiction and procedure.

94.01 - Plant inspection and pest control authority.

94.02 - Abatement of pests.

94.03 - Shipment of pests and biological control agents permits.

94.10 - Nursery stock, inspection and licensing.

94.46 - Stop sale, penalties, enforcement.

Administrative rules:

ATCP 21- Plant Inspection and pest control (draft rule for EAB in progress).

Appendix A
Emerald Ash Borer Public Information Materials

- 1) Report Emerald Ash Borer Identification Card; Wis. DNR publication PUB-FR-290 2005.
- 2) Frequently asked Questions about the Emerald Ash Borer (geared for campers); Wis. DNR and DATCP publication PUB-FR-344a 2006.
- 3) Frequently Asked Questions about the Emerald Ash Borer (geared for landowners); Wis. DNR and DATCP publication PUB-FR-344b 2006.
- 4) EAB Identification Posters, variable sizes; Wis. DNR publication; order by contacting renee.pinski@dnr.state.wi.us
- 5) Emerald Ash Borer Pest Alert, 8.5" X 11". USDA Forest Service S&PF publication NA-PR-02-04; http://na.fs.fed.us/spfo/pubs/pest_al/eab/eab.pdf
- 6) <http://www.emeraldashborer.info>; excellent site for a variety of information and publications on EAB. Also links to many other helpful sites.
- 7) Native borers and EAB look alike; MSU Extension Bulletin E-2939; order from MSU 517-353-6740; <http://www.emeraldashborer.info/files/E2944.pdf>
- 8) Ash tree identification; MSU Extension Bulletin E-2942; order from MSU 517-353-6740; <http://www.emeraldashborer.info/files/E2942.pdf>
- 9) Distinguishing ash from other common trees; MSU Extension Bulletin E-2892; order from MSU 517-353-6740; <http://www.ipm.msu.edu/pdf/E2892Ash.pdf>
- 10) Emerald Ash Borer; MSU Extension Master Gardener Publication; order from MSU 517-353-6740, ext. 1409.
- 11) The Green Menace - DVD. Order toll free: 1-866-EAB-4512.
- 12) The Green Menace – Color pamphlet. Signs and symptoms, color photos. Order toll Free: 1-866-EAB-4512.

Note: For a current list of publications, contact Jane H. Larson, 608-224-5005; jane.larson@datcp.state.wi.us.

Appendix B

Emerald Ash Borer Wood Utilization Plan

October 17, 2005

Objective

Develop a process or processes for maximizing the utilization of ash material produced by EAB eradication activities.

Introduction

The Emerald Ash Borer is a destructive, exotic pest of ash (Fraxinus species) in the United States. Ash is an economically important tree species in the eastern United States. It is a major component of hardwood forests in the region and is also a predominant urban street tree species. EAB is currently known to be widespread in southeast Michigan, killing millions of ash trees. EAB also has been found outside of the core-infested area of the Lower Peninsula and in Brimley State Park in the Upper Peninsula. Small localized infestations also have been detected in Indiana, Ohio and Illinois.

Utilization Challenge

EAB has not been found in Wisconsin (June, 06) yet its arrival is imminent and it may already be in the state at very low population levels. The latest forest inventory and analysis data shows that there are an estimated 700 million ash trees (>1" in diameter) in Wisconsin's forests. Ash is also the second most common tree planted in our urban areas.

The national science advisory panel that guides EAB eradication recommends aggressive eradication action when isolated EAB infestations are identified. This action includes removal of ash trees within .5 mile of an infestation. One of the largest challenges of EAB management has been disposal or utilization of the ash material. The limited markets for ash, particularly in urban areas, are a challenge for the utilization effort.

Markets: The Need for Information

In the Detroit area, commercial landscape mulch, wood pulp chips and solid wood products (lumber, railroad ties) have been produced from ash material. More detailed information on these markets and the process being used to develop and facilitate these activities is being sought. It should be noted that quarantine regulations restrict the movement of ash material out of quarantined areas (with some exceptions). Thus, utilization plans must account for limited movement of material.

Information regarding the location of biomass fuel users, firewood processors, tree care firms, sawmills and mulch manufacturers are available from several sources. Landfill locations also are widely known. Additional information about other potential users of this processed material and their specifications are needed.

New markets also may be available. Chips can be used as a bulking agent for sewage sludge composting, or as feedstock for creation of pyrolysis oils. Pyrolysis oils can be used as heating oil, a carrier for creosote treating, or as a feedstock for the production of various wood chemicals and wood pellets. All of these uses need to be demonstrated in Wisconsin.

Urban Wood Utilization Program Components

- **Training**

This value-added recovery system includes several major training opportunities.

Topic: tree and log grading, log bucking and transportation should be made. **Audience:** city foresters, tree service companies, city maintenance staff, park superintendents, road commission tree crews, arborists and others responsible for cutting the trees.

Topic: log storage, processing options and markets.

Audience: chipping site managers.

Topic: log quality, metal detection technologies, log processing systems and the subsequent lumber recovery.

Audience: local sawmill operators.

- **Resource and Market Characterization**

There is limited knowledge about the ash resource. Although we can make some assumptions about forest-grown trees, street-tree quality is more problematic. Estimates of volume by size class are available from the USDA and Forest Inventory and Analysis (FIA) data, but this is not detailed enough nor does it include the urban resource. Additional information on log quality is needed to determine the best economic options for processing this material. Once the resource is characterized, this information will be publicized and disseminated to potential users, such as mill operators, timber buyers, business development experts, entrepreneurs and other interested parties.

There is limited knowledge of the markets for this material to go to pulpmills in Wisconsin. Identification of potential users, the prices per ton or cubic yard that they are willing to pay, and the quality/quantity of new material they can use is needed.

As part of market characterization, meetings will be held with key industry groups to identify assistance and markets that are available. These sessions will explain the current status of EAB and gather input from these stakeholders on how they see their involvement in this and the financial needs to participate. The following groups will be invited to separate meetings.

- 1) Pulpmill and chip plants.
- 2) Sawmills, veneer, and loggers.
- 3) Arborists and tree services.
- 4) Pallet recycler and mulch producers.
- 5) Residue brokers. There is a very limited number; they will be individually contacted.

- **Value-Added Manufacturing Demonstrations**

Potential products include landscape materials (chips, mulch), and solid wood items (lumber, timbers, and railroad ties). Some of these products are valued at \$200 to \$1000 per thousand board feet (Mbf). As an example, an 11-inch log contains about 42 bd. ft. of lumber. New products include use as a carbon source for compost and as a feedstock

for bio-oil production. Each of these products can be manufactured from a portion of the fiber resource that is removed during implementation of the quarantine strategy. Full utilization of this material also will provide both economic benefits and good public relations opportunities.

The value-added manufacturing component will be done in cooperation with the ash disposal site contractor, communities, tree services and other private businesses in the affected counties. Specific manufacturing demonstrations of these products will be conducted in cooperation with industry partners. Systems will be developed, evaluated and demonstrated in harvesting, transportation, manufacturing, and marketing products produced from the resources created by implementing the quarantine. These systems will be documented in project reports and popularized publications for wide distribution. It is expected that this work will prepare communities across the county for dealing with urban wood waste in the future.

All products manufactured from this material will be in compliance with all quarantine regulations.

Example: Utilization of ash material from quarantine area.

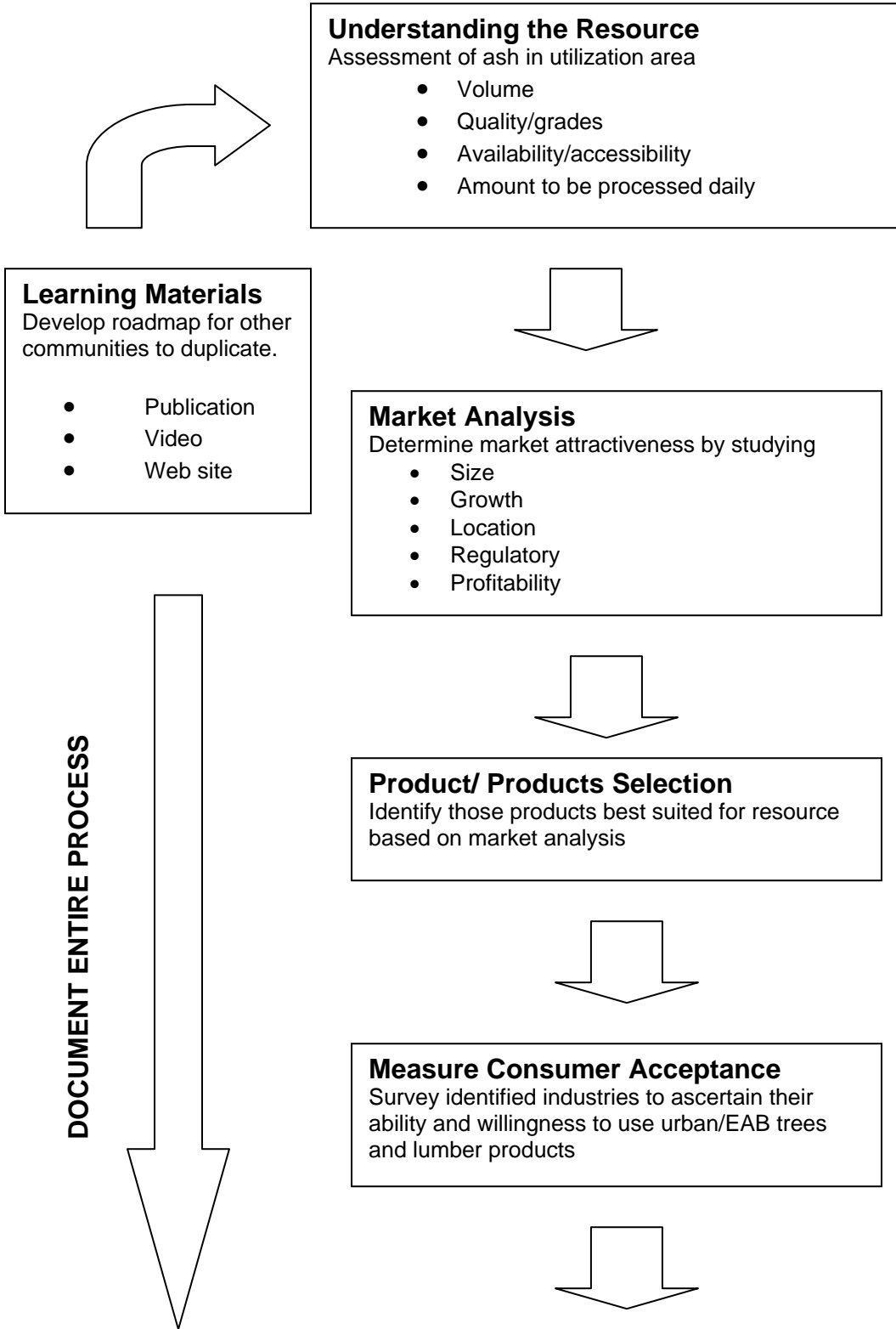
Assumptions:

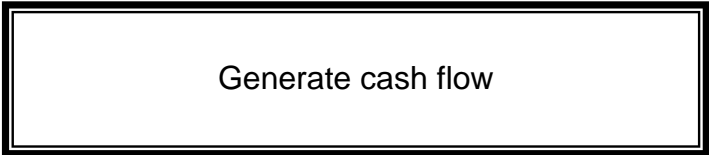
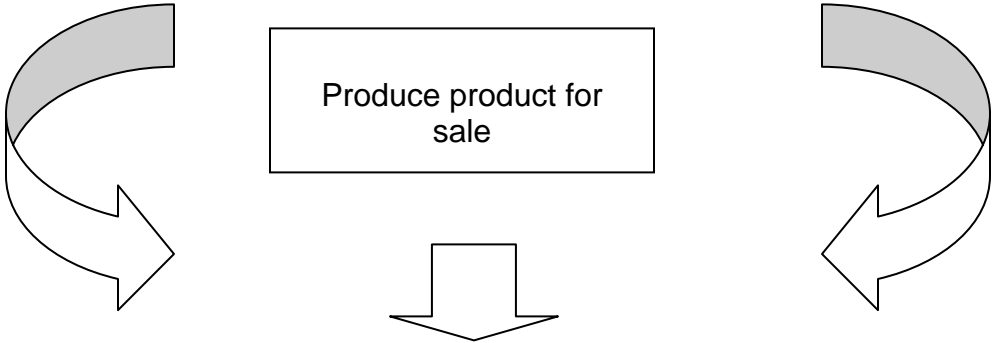
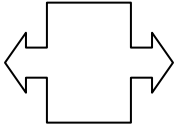
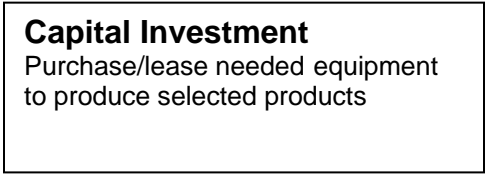
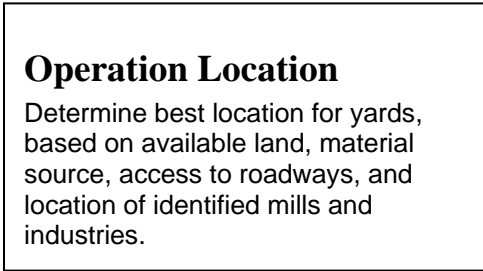
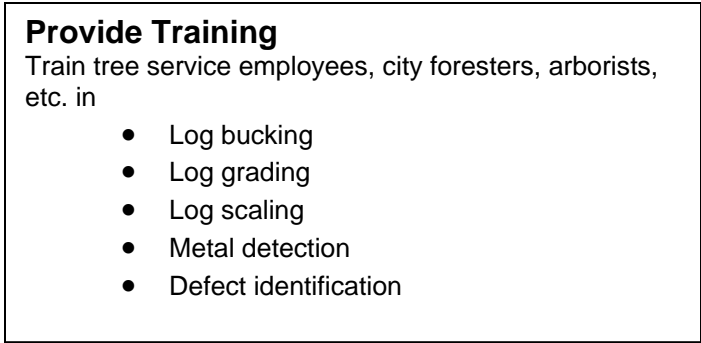
1. Typical ash log is low-to-medium quality.
2. Primary products produced are for industrial products, such as wood packaging materials, railroad ties, etc.
3. Logs processed are at least 6 inches (DIB) at the small end.
4. Smaller material is chipped. Chips are used for mulch, compost, or energy purposes.
5. All slabs from converted logs are chipped.
6. Work initially with existing mills in local area.

Steps to achieving utilization:

1. Identify all existing primary processing facilities within the surrounding area.
 - Identify production capabilities.
 - Identify raw material requirement.
 - Identify willingness to purchase ash removals, log specifications, and price.
2. Obtain clear specifications on APHIS sanitation definitions/requirements.
3. Assess the types of ash removals that will be generated in terms of diameters, lengths, quality, foreign material, rot, etc.
4. Identify organizations that will be involved with ash removals, what their knowledge level is in regard to manufacturing sawlog materials, transportation capabilities and training needs.
5. Identify most interested businesses, and provide economic incentives for processing this material.
6. Provide appropriate training.

EAB Deliverables Actions Flow Diagram





Appendix C
Emerald Ash Borer (EAB) Emergency Contact List

Wisconsin Contacts

Department of Agriculture, Trade and Consumer Protection

Melody Walker – Pest Survey and Control Section Chief

Work: 608-224-4586

Cell: 608-516-5487

Bob Dahl – Plant Protection Section Chief

Work: 608-224-4573

Cell: 608-516-5483

Krista Hamilton – Entomologist

Work: 608-224-4594

Cell: 608-220-7378

Department of Natural Resources

Jane Cummings-Carlson – Forest Health Protection Program Coordinator

Work: 608-275-3273

Cell: 608-220-8635

Andrea Diss-Torrence – Gypsy Moth Program Coordinator

Work: 608-264-9247

Cell: 608-516-2223

Mark Guthmiller – South-central and Southeast Regional Forest Health Specialist

Work: 608-275-3223

Cell: 608-235-9251

Linda Williams – Northeast Regional Forest Health Specialist

Work: 608-662-5172

Cell: 920-360-0665

Dick Rideout – Urban Forestry Coordinator

Work: 608-267-0843

Jeff Roe – Regional Urban Forestry Coordinator

Work: 608-275-3256

Cell: 608-214-4735

USDA-APHIS-Plant Protection and Quarantine

JoAnn Cruse – State Plant Health Director

Work: 608-231-9553

Cell: 608-444-6354

Art Wagner – Pest Survey Specialist

Work: 608-231-9577

Cell: 608-576-9577

USDA Forest Service, State and Private Forestry

Mike Connor – Group Leader – Forest Health Protection

Work: 651-649-5180

Steven Katovich – Insect Ecologist

Work: 651-649-5264

University of Wisconsin Extension

Phil Pellitteri – Insect Diagnostician

Work: 608-262-6510

Chris Williamson – UW-Madison Insect Specialist

Work: 608-262-4608

Appendix D

Joint Emerald Ash Borer Communication Plan Wisconsin Department of Agriculture, Trade and Consumer Protection Wisconsin Department of Natural Resources

Introduction

This plan addresses how we will provide timely, clear, accurate and consistent information should Emerald Ash Borer be identified in Wisconsin. It outlines the principles under which we operate, describes necessary staffing, and lays out the duties of the information staff. It includes contact lists of the various audiences with which we must communicate, and a checklist of steps that information staff must follow.

Clearly DATCP and DNR recognize that independent units of government require tailored plans that vary with each government's needs and policies.

Principles

- Our goal is to avoid panic and prevent or control harm to human health, the environment, plant health and economic health by providing timely, clear, accurate and consistent information.
- As openly and as completely as we can, we will provide information and answer questions from the media, citizens, our own employees, other agencies and stakeholder groups including homeowners, foresters, and local emergency management.

Activation

We will activate this plan when:

- Emerald Ash Borer is positively identified in Wisconsin.

Staffing

Lead PIO: One public information officer (PIO) will serve as the lead PIO. Normally this will be the PIO for the primary agency; however, if that person is unavailable, a different PIO will take this responsibility. The lead PIO will report to the incident commander or other person overseeing the response.

Other PIOs: Other DATCP PIOs will assist the lead PIO in gathering, writing, and disseminating information. The Secretary, Deputy Secretary or Executive Assistant may call them into the office or place them on call if necessary.

Web manager: The Web manager or assistant Web manager should be in the office or accessible by phone especially during an initial find.

Program assistant: A program assistant may be assigned if necessary to assist the information staff.

Other agencies: Control and eradication of Emerald Ash Borer involves multiple state, federal and local agencies. PIOs from other state, federal and local agencies may be called on to work in a joint information center. Because different agencies have different responsibilities, we will

tailor the list of responsibilities so the appropriate agency PIO is the lead on their agency's area of responsibility.

Public information duties/roles

The lead PIO will serve as the communications manager and media liaison/spokesperson during emergencies. It is understood that in some cases, the lead PIO will defer the spokesperson role to the Secretary, division administrators or specialists, or other agency PIO depending on the circumstances. Together with other PIOs, executives and specialists, the lead PIO will assess the public affairs implications of the situation. If necessary, the lead PIO will request that other PIOs be called in or placed on call. The lead PIO will also be the liaison with the USDA APHIS public affairs specialist handling the situation, if there is one, and with PIOs in other agencies.

The 2nd PIO will work with a policy analyst to gather information from specialists inside and outside the department, regarding statistics, economic impact, historical data, and other facts needed to respond to the media as well as to other constituencies. The 2nd PIO also will coordinate press conferences and Web audio, and be the liaison with the Governor's press office.

The 3rd PIO will assist the lead PIO in writing press releases, talking points, situation reports, and other documents. The 3rd PIO will also monitor the press, with the help of a program assistant, and address rumors. The 3rd PIO will also be responsible for the Emerald Ash Borer Hotline to record and update messages, take calls, respond to requests for information.

If a joint information center is set up, there will be PIOs from other agencies as well, and perhaps from industry groups. If the infestation is of a magnitude to require a Joint Information Center, particularly if it functions on evenings and weekends, it should be noted that the public information duties may be assigned differently than listed above.

Other communication duties/roles

The public information staff will be responsible primarily for preparing materials for public dissemination. Communication is a much broader function. We need to share information within the agency; among interested agencies at the local, state and federal levels; with legislators and the Governor's office; with industry; with Wisconsin Emergency Management and local emergency management; and with University of Wisconsin Extension. This will occur at various levels – for example, the Secretary may be talking to other Cabinet members, program specialists from different agencies may be talking, and PIOs should be talking to their counterparts in other agencies.

A detailed checklist of internal, interagency, and external communication functions is included with this plan.

Information materials

All materials released to the media will also be released to DATCP staff, DNR staff, the Governor's office, other agencies involved, legislators, ATCP board members, DNR Board members, industry groups, and UWEX via email when possible. Faxing will be the secondary method of dissemination. These materials also will be posted on the Web. Dissemination lists

are included in this plan. The industry groups/stakeholders contacted will depend on the nature of the infestation.

Public information materials will be located on the DATCP division drive for the Plant Industry Bureau at I:\PI\Emerald Ash Borer*.*

List of Publications – see Appendix A

General Outreach Objectives

1. Coordinate efforts among cooperators to offer a consistent message.
2. Offer a single point of contact for:
 - a. media
 - b. the public
 - c. federal cooperators
 - d. industry
3. Develop and maintain outreach materials to meet various needs of impacted groups:
 - a. Homeowners
 - b. Campers
 - c. Firewood dealers
 - d. Forestry and Timber industry
 - e. Nurseries and landscapers
 - f. Arborists and pesticide applicators
4. Develop and maintain outreach materials related to specific program activities:
 - a. Public meetings
 - b. Pest survey activities
 - c. Tree removal
 - d. Surveillance
5. Deliver outreach materials in appropriate manners to appropriate outlets for the impacted groups:
 - a. Videos/DVDs
 - b. Brochures/Fact Sheets
 - c. Press packets
 - d. Press releases
 - e. Web site information
 - f. Industry articles
 - g. Radio tapes
 - h. Hotline
 - i. Presentations
 - j. Displays at meetings/conferences/trade shows

Initial Infestation

When Emerald Ash Borer is first identified, the residents, landowners and businesses within the area will have immediate needs for information. Announcements of an infestation will also require a response to other interested parties throughout the state and in adjoining states.

Depending where an infestation is found (residential area, state forest, private campground, etc.) the audiences will differ along with the type of information needed.

An initial press conference would be held that includes:

- Announcement of find
- Summary of events leading to find
- Regulatory issue/Where do we go from here?
- Partners in response (relevant agency officials)

Location: Residential Area

Contacts:

- A. Homeowner (EAB Positive Id)
 1. Should be contacted about positive identification prior to press release
 2. Provide information packet containing and discuss in person if possible
 3. Packet should contain: LIST OF PUBLICATIONS (ideas for some: tree removal information; don't move firewood; landscape/wood checklist (to identify any new plantings and where they came from or if they gave plants or wood away); contact list for further questions; replacement trees
- B. Local/City Forester
 1. Should be contacted about positive identification prior to press release
 2. Provide multiple copies of publications: LIST PUBLICATIONS
- C. Local Officials (mayor, town board chair, legislators, county board, local emergency planning committee)
 1. Should be contacted about positive identification prior to press release
 2. Offer to provide information packet
- D. Public Meeting
 1. Schedule a public meeting as soon as possible after an official notification of a positive identification
 2. Prepare press release, media advisory, contact local media
 3. Attempt to offer an afternoon and evening meeting to accommodate schedules
 4. Attendees: University of Wisconsin entomologists; city/local forester; DATCP technical specialists, DATCP PIO; USDA APHIS representative
 5. Invite: local officials; UWEX county agents/horticulture agent, DNR warden and/or forester for the area; any nearby residents or landowners (within 1-2 miles of park); nearby businesses
 6. Provide maps, information packets for meeting attendees
 7. Topics to cover: Survey, tree removal, recovery

Location: State Forest/State Park

Contacts:

- A. Park or Forest Manager and staff, camp hosts, naturalists, volunteers
 - 1. Provide information packets, posters, literature
- B. Local saw mills/timber companies
 - 1. Notified of quarantine issues
 - 2. Provide packet of information – shipping logs, inspection, etc. (APHIS)
- C. Nearby Residents (cabins, seasonal homes)
- D. Local officials (town board chair, mayor)
- E. Public meeting
 - 1. Schedule a public meeting as soon as possible after an official notification of a positive identification
 - 2. Prepare press release, media advisory, contact local media
 - 3. Attempt to offer an afternoon and evening meeting to accommodate schedules
 - 4. Attendees: University of Wisconsin entomologists; city/local forester; DATCP technical specialists, DATCP PIO; USDA APHIS representative
 - 5. Invite: local officials; UWEX county agents/horticultural agent, DNR warden and/or forester for the area; any nearby residents or landowners (within 1-2 miles of park); nearby businesses
 - 6. Provide maps, information packets for meeting attendees
 - 7. Topics to cover: Survey, tree removal, recovery

Location: Private Campground

Contacts:

- A. Campground manager
- B. Campers – notice not to take home firewood, burn it or leave it
- C. Nearby residents
- D. Local officials
- E. Local saw mills/ timber companies
- F. Public meeting
 - 1. Schedule a public meeting as soon as possible after an official notification of a positive identification
 - 2. Prepare press release, media advisory, contact local media
 - 3. Attempt to offer an afternoon and evening meeting to accommodate schedules
 - 4. Attendees: University of Wisconsin entomologists; city/local forester; DATCP technical specialists, DATCP PIO; USDA APHIS representative
 - 5. Invite: local officials; UWEX county agents/horticultural agent, DNR warden and/or forester for the area; any nearby residents or landowners (within 1-2 miles of park); nearby businesses
 - 6. Provide maps, information packets for meeting attendees
 - 7. Topics to cover: Survey, tree removal, recovery

Location: Rural Area

Contacts:

- A. Property owner – provide information
- B. Nearby residents/landowner
- C. Local officials
- D. County forester
- E. Nearby businesses (nurseries, tree farms)
- F. Public meeting – this might be more difficult if it is in a sparsely populated area. It might be best to tie in with a local government meeting if possible or be held in the most closely populated place.
 1. Schedule a public meeting as soon as possible after an official notification of a positive identification
 2. Prepare press release, media advisory, contact local media
 3. Attempt to offer an afternoon and evening meeting to accommodate schedules
 4. Attendees: University of Wisconsin entomologists; city/local forester; DATCP technical specialists, DATCP PIO; USDA APHIS representative
 5. Invite: local officials; UWEX county agents/horticultural agent, DNR warden and/or forester for the area; any nearby residents or landowners (within 1-2 miles of park); nearby businesses
 6. Provide maps, information packets for meeting attendees
 7. Topics to cover: Survey, tree removal, recovery

Location: National Park

National parks are outside the state of Wisconsin's jurisdiction. State officials will work closely with federal partners under a Memorandum of Understanding (MOU) to delimit and eradicate infestations on federal land.

Location: Tribal Land

Tribal lands are outside of the state of Wisconsin's jurisdiction. State officials will work closely with the Bureau of Indian Affairs (BIA), the affected tribes and relevant federal partners under a Memorandum of Understanding (MOU) to delimit and eradicate EAB infestations on federal land. Each individual tribe will require a separate communication plan tailored to its specific needs. One description for communication is described as follows. We have much work to do in terms of meeting with tribes and learning what will work best for each of them.

Communication with Ojibwe Indian Tribes in Wisconsin

The Ojibwe Indian Tribes in Wisconsin are sovereign governments, and Governor Doyle has instructed Wisconsin state agencies to interact with tribes in a government-to-government manner. This interaction or consultation is especially important in the realm of natural resources, where tribes have jurisdiction on their reservations and can regulate the exercise of treaty rights by their members off their reservations, within the ceded territories.

Communication with the Ojibwe Indian tribes will vary depending on the issue and, more importantly, the location of the issue's impact. For example, if the Emerald Ash Borer were to be found on an Ojibwe reservation, communication must take place between the state and that tribe. On the other hand, if the Emerald Ash Borer were to be found off-reservation on public lands within the ceded territories, then all the Ojibwe tribes should be contacted.

The Great Lakes Indian Fish and Wildlife Commission is an agency exercising delegated authority from 11 federally recognized Chippewa (Ojibwe) Indian Tribes in Wisconsin, Michigan and Minnesota. Each of these Tribes retains hunting, fishing and gathering rights in the territories ceded to the United States in various treaties. The Commission should be included in consultations about issues which are off-reservation.

Communication should be timely and consistent, with the objective to strive for consensus. Placing a high priority on frequent and effective communication with the Tribes reinforces the recognition of, and respect for, the Tribe's reserved treaty rights.

Information Activity Checklist

If the person listed as responsible for a given task is unavailable, that person's immediate supervisor will appoint a substitute.

Possible Suspect - this is to put people on alert			
Action	Who is responsible?	Who signs off (if necessary)?	Date/time completed
Notification – In person or by phone; no email			
• State Plant Health Director	PIB Section Chiefs		
• State Plant Regulatory Officer (SPRO)	Pest Survey and Control Section (PSCS) Chief		
• Pest Survey and Control Section Chief	SPRO		
• Plant Industry Bureau Director	PIB Section Chiefs		
• ARM Division Administrator	PIB Bureau Director		
• Lead PIO	PIB Section Chiefs		
• Secretary's Office	ARM Division Administrator		
• Lead DNR person	PSCS Chief		
• Potential location owner/operator	PIB Section Chiefs		

Positive Identification (**This is not an all-inclusive list. Additional stakeholder groups will be notified by WDNR and other EAB plan partners.*)

Notification – In person or by phone; no email

• State Plant Health Director- APHIS	APHIS Identifier		
• State Plant Regulatory Officer	State Plant Health Director (SPHD)		
• Pest Survey Control Section Chief	SPRO		
• Plant Industry Bureau Director	PIB Section Chiefs		
• ARM Division Administrator	PIB Director		
• Lead PIO	PIB Section Chiefs		
• Lead DNR Person	PIB Section Chiefs		
• DATCP Secretary’s office	Lead DATCP division administrator		
• DNR Secretary’s office	DNR Division of Forestry Administrator		
• Governor’s office	DATCP and DNR Secretaries		
• PIOs	Lead PIO		
• Infested Location <ul style="list-style-type: none"> ○ Homeowner ○ Campground/Park/Forest ○ City/Local Forester 	PIB Section Chiefs		
• Legislature in infested area	Appropriate agency legislative liaison		
• Local officials (mayor, town board chair, legislators, Local Emergency Preparedness Coordinator (LEPC), municipal forester)	EAB DATCP Lead		
• Industry groups	Lead PIO via appropriate trade group	ARM administrator or Plant Industry bureau director	
• ATCP Board	Executive assistant (program assistant)		
• Others (including, but not limited to): State and private forestry, all tribes,	PIB Section Chiefs		

Bureau of Indian Affairs (BIA) and Great Lakes Indian Fish & Wildlife Commission (GLIFWC)			
Begin chronology	Designated “plotter”		
Arrange and hold in-house briefing (more than one may be necessary)	Secretary (DOM) (Secretary will determine who needs to be there)		
Contact USDA public affairs	Lead PIO		
Write statement from secretary/press release send and post on Web	2nd PIO	ARM Division administrator/Plant Industry Bureau Director/Deputy secretary/Public Affairs Director	
Respond to/triage media calls	Lead PIO		
Arrange and hold initial press conference • Send to media and post on Web	2 nd PIO Program assistant	Deputy secretary or executive assistant	
Update Hotline – monitor and respond to calls	3 rd PIO	PIB Bureau Director	

First 12-24 hours (depending on when we receive notification)

Action	Who is responsible?	Who signs off (if necessary)?	Date/time completed
First daily briefing to response team	Incident Command		
Gather info – statistics on production, economic impact, effect on individual businesses/producers, historical data, etc.	2 nd PIO/policy analyst		
Talk to USDA public affairs (if USDA involved)	Lead PIO		
Update Governor’s Office	2 nd PIO		
Write talking points for Governor, Secretary	2 nd PIO	Public affairs manager	
Monitor USDA technical briefing (if applicable)	Lead division administrator, Secretary’s office, PIOs, other involved staff		
Record/post web audio	2 nd PIO/Audio contractor		
Update Web site if needed	3 rd PIO Web manager/assistant		
Call affected homeowner (if applicable)	Secretary		
Respond to/triage media calls	Lead PIO		
Respond to citizen calls that hotline operators cannot resolve	Appropriate program/technical staff		
Provide info to/respond to inquiries from industry	Deputy secretary		
Provide info to/respond to inquiries from legislators	Legislative liaison		
Provide info to/respond to inquiries from ATCP board members	Executive assistant		

Provide info to/respond to inquiries from other agencies	Counterparts		
Provide info to/respond to inquiries from Governor's office	2 nd PIO		
Provide info to/respond to inquiries from UWEX	Appropriate program/technical staff		
Provide info to/respond to inquiries from federal agencies	Counterparts		
Set up joint information center if necessary	Anne W., BITS		
Set up media room if necessary	2 nd PIO		
Write situation report <ul style="list-style-type: none"> • Disseminate to media, agency, other agencies, Governor's office, WEM, legislators, industry, ATCP Board, UWEX • Post on Web 	Lead PIO Program assistant Web manager/assistant	Division administrators, deputy secretary	
Log calls and actions	All involved-send to designated plotter		
Monitor media coverage	3 rd PIO (with help from program assistant)		
Track and correct/confirm rumors	3 rd PIO		

Daily routine after first 24 hours – adjust as needed

Action	Who is responsible?	Who signs off (if necessary)?	Time/date completed
Daily briefing	Incident Command		
Morning and end-of-day calls to USDA public affairs	Lead PIO		
Write situation report/disseminate	Lead/3 rd PIO	Incident Commander/Deputy secretary/executive assistant	
Post on Web	Web manager/assistant		
Log calls and actions	All involved – send to designated plotter		
Respond to/triage media calls	Lead PIO/JIC		
Respond to citizen calls that hotline operators cannot resolve	Appropriate program/technical staff		
Provide info to/respond to inquiries from industry	Deputy secretary		
Provide info to/respond to inquiries from legislators	Legislative liaison		
Provide info to/respond to inquiries from ATCP board members	Executive assistant		
Provide info to/respond to inquiries from other agencies	Counterparts		
Provide info to/respond to inquiries from Governor’s office	2 nd PIO		
Provide info to/respond to inquiries from UWEX	Appropriate program/technical staff		
Provide info to/respond to inquiries from federal agencies	Counterparts		

As-needed activities

Action	Who is responsible?	Who signs off (if necessary)?	Completed
Press releases	Lead PIO/JIC	Division administrator/Technical Staff/Public Affairs manager	
Press conferences/media advisories	2 nd PIO/JIC	Division administrator/Public Affairs Manager	
Web audio	2 nd PIO (with audio contractor)		
Printed material	Appropriate division PIO (with help from program assistant)	Division administrator/Technical Staff	
Translate materials into other languages	Appropriate division PIO (with help from program assistant)	Division administrator/Deputy secretary or Executive assistant	
PowerPoint presentations	Appropriate division PIO	Presenter	
Talking points for Governor, Secretary	2 nd PIO	Division administrator/Technical Staff/Public Affairs manager	
Monitor NASDA calls	Division administrators, Secretary's office, PIOs, appropriate technical staff		
Monitor COSDA calls	PIOs		
Monitor other federal/conference calls	Appropriate staff		