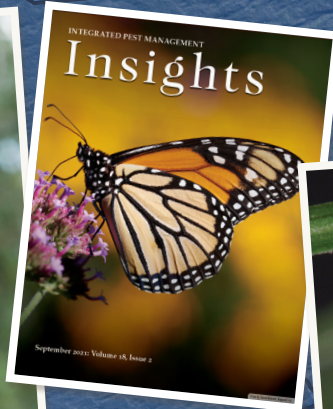


# Northeastern IPM Center



Annual Report

2021

## From the Director

The Northeastern Integrated Pest Management Center (the Center) is one of four regional integrated pest management (IPM) centers that cover the country, providing leadership, networking, partnership-building, and funding aimed at expanding the efficacy and practice of IPM.

The Center is based at Cornell University, within Cornell Cooperative Extension Administration, and serves the 12 states of the Northeast and the District of Columbia.

All four centers receive core funding on a four-year cycle through the Crop Protection and Pest Management (CPPM) line of the United States Department of Agriculture's National Institute of Food and Agriculture (USDA-NIFA) budget. The Center supplements that with participation on proposals developed by partners working on IPM issues. One example is a \$7.3 million Specialty Crop Research Initiative award from USDA-NIFA to Pennsylvania State University, with Dr. Julie Urban as PI. As Center director, I serve as Cornell University co-PI on the project. The proposal that resulted in that award was developed by a working group on spotted lanternfly operating on a grant that the Center awarded in 2018.

The CPPM line also funds the Extension Implementation Program (EIP), which supports the state IPM programs, and the Applied Research and Development Program (ARDP), through which researchers can seek funding.

The state IPM programs, based at land-grant universities in the Northeast, are members of a USDA-approved multistate project, NEERA-2104, as is the Center. NEERA-2104 provides an additional structure for networking, collaborating, and reporting on IPM activities in the Northeast. The Center provides logistical support to NEERA-2104 and reports out to the group on its own activities.

The topics and programs highlighted in this report illustrate the impact of the Center on the study and implementation of IPM through our activities in 2021. Funding through our Partnership Grants, support through web development and communications networks, and educational events such as our *IPM Toolbox* webinar series have resulted in leveraged additional funding, stronger collaborations, and greater visibility for the work being conducted in the Northeast.

The 1-to-23 return-on-investment ratio for the last four years alone highlights the efficacy and value of our Partnership Grants Program. We illustrate the regional collaborations that our funded projects are built on. And we show the range of IPM topics addressed by our partners in the Northeast and beyond, including impacts on human well-being and health. Impact statements specify the gains of the projects we support and the leveraged impacts, including the rippling out of knowledge as well as additional funding acquired.



**Deborah G. Grantham**, Director,  
Northeastern Integrated Pest Management Center

In addition to this regional work, we also administer the StopPests in Housing Program, which operates on a national level with funding from the U.S. Department of Housing and Urban Development (HUD). Center employee Susannah Krysko coordinates and manages the program. HUD-subsidized housing authorities across the county receive training and technical assistance on IPM in their buildings, and further education is available to the community at large via webinars, blogs, and educational materials developed by the program.

The team is close knit and our roles are highly complementary, with Jana Hexter as our grants manager, Kevin Judd as web administrator, Susannah Krysko as coordinator/manager of the StopPests Program, David Lane as evaluator, Mike Webb as communicator, and, until after 2021, Nancy Cusumano as program/extension aide (a role now ably filled by Jerrie Haines).

Immediate partners include the northeastern state IPM program coordinators, our Advisory Council, USDA-NIFA, the other regional IPM centers, other state and federal agencies, and private-sector experts and practitioners. The work could not be accomplished without these partners, but the Center plays a critical role in bringing together many collaborators to build effective and strong networks.

I hope this report gives you a sense of the value of the Northeastern Integrated Pest Management Center and of some of our operating methods.

Please contact us ([www.northeastipm.org/about-us/contact/](http://www.northeastipm.org/about-us/contact/)) for more information or if you would like to know how to be involved.

Deborah G. Grantham  
Director, Northeastern Integrated Pest Management Center

## Overcoming Obstacles to IPM Adoption with Picture-Based Guides

To help overcome one of the obstacles to successful implementation of integrated pest management, the StopPests in Housing Program simplified the IPM message with three published guides in English and Spanish for residents of affordable housing.

The picture-based guides cover the three most troublesome and widespread pests of housing: mice, cockroaches, and bed bugs. They include tips for tenants to better understand their role in pest control.

Housing professionals often cite resident engagement as a shortfall in effectively eliminating pests in multifamily housing. The typical cooperative extension publications on pests include a lot of information that may not be relevant to, or understood by, some populations limited by literacy and English fluency. Managers of public and multifamily housing can use these guides to give tenants information on identifying pests and the conditions where pests thrive, the control measures they can take, and how to report pests to their landlord or property manager so professional help can be scheduled.

These guides can be found on the StopPests website at [StopPests.org/go/residentguides](http://StopPests.org/go/residentguides).

**Stop Cockroaches!** You can help keep cockroaches out of your home. Follow these simple steps to prevent and reduce cockroaches in your home.

**STOP Pests in Housing** Northeastern IPM Center  
www.StopPests.org

**Don't**

- Don't leave dishes out
- Don't forget the cracks and crevices
- No hiding spots
- Don't feed them
- Don't let them in
- Don't use sprays or bug bombs
- Don't let trash and recycling build up
- Take out recycling and trash
- Have a professional use baits

These guides can be found on the StopPests website:  
[StopPests.org/go/residentguides](http://StopPests.org/go/residentguides)

## StopPests Training Goes Online

In late 2021, the StopPests in Housing Program was awarded a two-year contract with the U.S. Department of Housing and Urban Development's (HUD's) Office of Lead Hazard Control and Healthy Homes to promote IPM in affordable housing.

The agreement allows the program to continue much of the same work we have been doing since 2007: providing structural pest management training and technical assistance to HUD-assisted housing sites, including public, tribal, and Section 8 housing.

Due to COVID-19 limiting in-person group trainings, the work plan under this new contract included more online trainings. While the in-person trainings at housing sites provide more individualized and personal assistance, the online format has allowed us to reach far more people with the IPM message than we can just by traveling to individual sites.

After the online courses were developed, two held in spring 2022 had 997 registrants. We issued 256 certificates of completion to people who viewed all four sessions and passed a quiz at the end. The online course was interactive and included "homework," which engaged participants and challenged them to think about how the course material applied to their workplaces and homes.

Future contracts with HUD will likely include both online and in-person trainings, as each has benefits and limitations.

Visit [StopPests.org](https://www.stoppests.org) for more information on the trainings and IPM in affordable housing.



A rat hiding under a walkway.  
Photo by Matt Frye.

## Municipal Rodent IPM Working Group

The structural IPM world became a little more close-knit in 2021 when the Northeastern IPM Center awarded a Partnership Grant to the New York State IPM Program for a northeastern municipal rodent IPM working group.

The working group held two meetings in 2021, bringing together—for the first time—representatives from academia, industry (manufacturers, consultants, applicators), and several municipalities.

Despite the shared challenges, public health risks, high number of resident complaints, and structural damage caused by rats, there had not previously been a formal coalition dedicated to advancing science-based municipal rodent management.

With the funding, the working group will bring together experts to overcome some of the challenges of municipal rodent control, including measuring and defining success in rodent control programs, identifying critical research needs, challenges and opportunities, and planning for the future.

The focus in 2021–2023 is the Northeast, but the working group hopes to expand in future years.

For more information, visit [www.northeastipm.org/working-groups/municipal-rodents/](https://www.northeastipm.org/working-groups/municipal-rodents/).

### IPM Working Groups

IPM working groups are funded through the Center's IPM Partnership Grants Program and bring together regional stakeholders around vital issues in the Northeast.

To view a list of active and past IPM working groups, visit [www.northeastipm.org/working-groups](https://www.northeastipm.org/working-groups) or scan this code.



## Spotted Lanternfly

Spotted lanternfly (SLF) is an invasive species from Asia that was discovered in Pennsylvania in 2014. It has since spread across Pennsylvania and to eight other states.

In 2018, the Northeastern IPM Center provided \$9,995 in funding to an SLF working group, which led to USDA-NIFA awarding a four-year \$7.3 million Specialty Crop Research Initiative (SCRI) grant to a project team that includes 12 organizations, including the Center. The goals for this project are to develop efficacious tactics for minimizing SLF risk to vulnerable specialty crops to reduce widespread, catastrophic damage, and to develop strategies for long-term SLF management.

SLF has a varied diet that includes another invasive—tree of heaven (*Ailanthus altissima*)—but also hops, grapes, walnut, maple, and more. View the complete species list at [StopSLF.org/go/HwhF](http://StopSLF.org/go/HwhF).



Spotted lanternfly (*Lycorma delicatula*) winged adult and fourth-instar nymphs in Pennsylvania. Photo: USDA-ARS/Stephen Ausmus.



Spotted lanternfly egg masses on a tree. Photo: Richard Gardner, Bugwood.org.

SLF has piercing, sucking mouthparts, which suck phloem from plants and trees. Nymphs target softer plant material like flowers and shrubs; adults can pierce larger shrubs and trees.

They excrete a sticky substance called honeydew that harbors black mold and other fungi.

SLF is a pest of agriculture and horticulture but also homeowners.

For more information, see [StopSLF.org](http://StopSLF.org), a website developed and maintained by the Center as part of the SCRI grant.

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## Center-Funded Projects & Leveraged Funding

Each year, the Northeastern IPM Center distributes small-grant funding through its IPM Partnership Grants Program. Funded projects must foster the development and adoption of IPM, address or identify regional priorities, and benefit the northeastern region at large.

Through a competitive request-for-applications (RFA) process, the program usually distributes roughly \$200,000 per year to projects that fall under one of three categories: **applied research**, **communications**, and **working groups**. The RFA is announced and opened in the fall of the preceding year and funding begins the following spring.

Most years, the Center funds projects that are up to 24 months in duration.

### Projects Funded in 2021

Following is the name of each project funded in 2021 along with its project director (PD) and their host institution.

#### Applied Research

- **Early season soil applications of entomopathogenic nematodes in high-tunnel IPM** (*Anna Wallingford, University of New Hampshire*)
- **Evaluation of a grower-friendly attract-and-kill system for the brown marmorated stink bug, *Halyomorpha halys*** (*Jaime Pinero, University of Massachusetts*)

#### Communications

- **Promoting IPM practices for improved perennial forage management on owned and rented land in the Northeast** (*Carl Majewski, University of New Hampshire*)

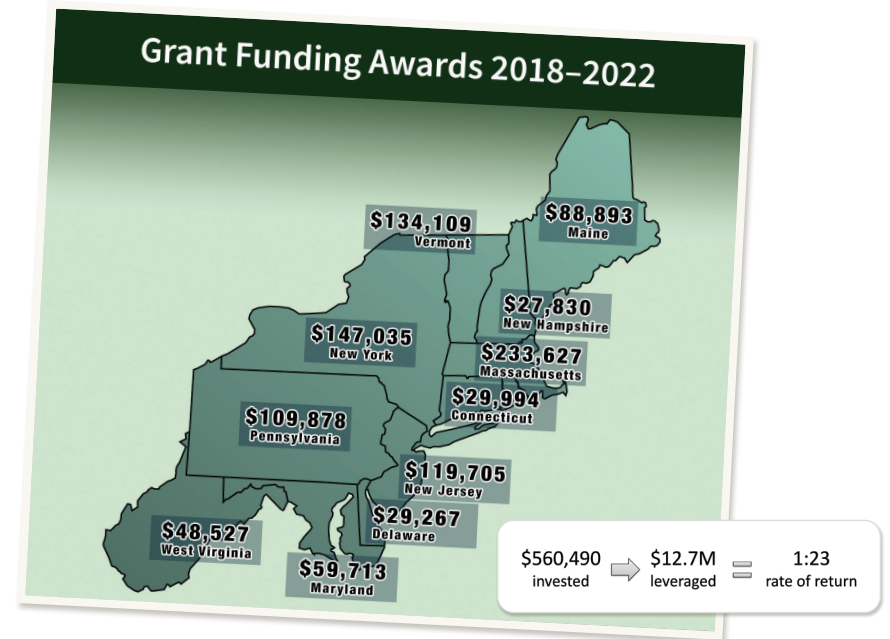
#### Working Groups

- **Municipal rodent IPM** (*Matt Frye, New York State IPM Program, Cornell University*)
- **Next-generation support for Northeast tree fruit IPM** (*Terence Bradshaw, University of Vermont*)

### Supporting Projects Across the Northeast

The Center's remit includes fostering IPM adoption throughout the Northeast, which includes 12 states and the District of Columbia. As such, the Center makes every effort to ensure that the funding it distributes equitably serves the interests of the entire region, and each year, PDs throughout the Northeast are encouraged to apply.

The following infographic shows how the Center has awarded Partnership Grant funding, by state, throughout its 2018–2022 funding cycle.



### Leveraged Funding: Indirect Power of Smaller Grants

Projects funded through the Partnership Grant Program often prove highly successful or shine a spotlight on bigger challenges in need of further exploration. PDs and their teams might then use what they have achieved with Center funding to make the case for larger grants that enable them to continue and expand their work.

Through this leveraged-funding approach, during the Center's 2018–2022 funding cycle, Partnership Grant recipients have used \$560,490 in Center funding to leverage \$12.7 million in additional funding for the PDs, their partners, and their institutions. That represents a 1-to-23 rate of return.

### Two Pests and a Case Study in Leveraged Funding

The power of leveraged funding is vividly illustrated by the efforts against two of the most troublesome invasive species to proliferate in recent years: the brown marmorated stink bug and the spotted lanternfly.

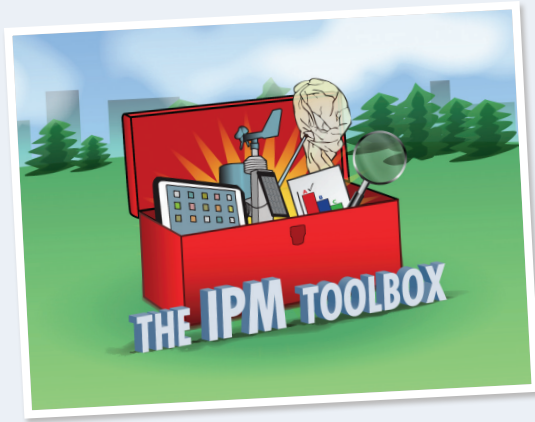
Projects dedicated to combating both pests began as Center-funded working groups that later went on to secure Specialty Crop Research Initiative funding directly from the USDA's National Institute of Food and Agriculture—the same agency that funds the Center—to continue their work.

### Additional Information

Learn more about the IPM Partnership Grants Program by visiting [neipmc.org/go/bfgs](https://neipmc.org/go/bfgs).

## IPM Toolbox Webinar Series

The Northeastern IPM Center's *IPM Toolbox* webinar series invites experts for hour-long conversations to present—and engage the audience in dialogue—about an IPM practice, method, or effort. The webinars are free and open to the public. Some are geared toward practitioners in a specific agricultural or pest-management field while others may be of interest to anybody.



Past webinars are posted on the Center's YouTube channel ([youtube.com/@NortheastIPM](https://youtube.com/@NortheastIPM)). Recordings, along with downloadable presentation slides, are also available on each webinar's individual page.

Topics have run the gamut from pests to pollinators and sustainable agricultural practices to IPM outreach for marginalized communities. They have highlighted timely issues such as spotted lanternfly, ticks, varroa mites, mice, cockroaches, and pest-management methods for emerging agricultural industries.

### 2021 Toolbox Webinars

**Aquatic invasive species rapid response in Pennsylvania: A case study of successes and lessons learned**

- **Date:** April 12, 2021
- **Presenter:** Sara Stahlman, Extension Leader (*Pennsylvania Sea Grant*)
- **Learn more or view recording:** [neipmc.org/go/rmmX](https://neipmc.org/go/rmmX)
- **Registration and viewership statistics:**

Registrants: 35 / Live attendees: 23 / Recording views\*: 23

**IPM outreach to the Pennsylvania Latino farming community**

- **Date:** April 21, 2021
- **Presenter:** Maria Gorgo-Gourovitch, Horticulture Extension Educator (*Penn State*)
- **Learn more or view recording:** [neipmc.org/go/jNfK](https://neipmc.org/go/jNfK)
- **Registration and viewership statistics:**

Registrants: 43 / Live attendees: 25 / Recording views\*: 33

**Reducing pest infestations in multifamily housing: Research updates on mice and cockroaches**

- **Date:** May 6, 2021
- **Presenters:** Changlu Wang, Professor; Shannon Sked, PhD student (*Rutgers University*)
- **Learn more or view recording:** [neipmc.org/go/mHMm](https://neipmc.org/go/mHMm)
- **Registration and viewership statistics:**  
Registrants: 342 / Live attendees: 220 / Recording views\*: 109

\* Recording views are as of this writing and subject to increase over time.

### Additional Information

For more information on the *IPM Toolbox* webinar series—including any upcoming webinars and archives of past presentations—visit [www.northeastipm.org/ipm-in-action/the-ipm-toolbox/](https://www.northeastipm.org/ipm-in-action/the-ipm-toolbox/).

## Research Update Conference

On March 21, 2021, the Northeastern IPM Center hosted an online research update conference intended to increase collaboration and awareness about current IPM-related research and extension throughout the Northeast in an engaging, interactive way.

The conference featured brief presentations from active IPM-related projects funded by one of several sources:

- The Center's own IPM Partnership Grants Program
- The Northeast Sustainable Agriculture Research and Education (NE SARE) Program
- USDA-NIFA's Applied Research and Development Program (ARDP) and Extension Implementation Program (EIP)

Featured speakers submitted five-minute prerecorded presentations in which they discussed one or two highlights from their projects. Live Q&A sessions were interspersed throughout.

The recording is available for viewing on the Center's YouTube channel ([youtube.com/@NortheastIPM](https://youtube.com/@NortheastIPM)) and on the conference page at [neipmc.org/go/tSES](https://neipmc.org/go/tSES), which also includes some transcribed questions and answers from throughout the conference.

## Research Update Conference Presentations

Speaker	Project Title	Affiliation	Funding Source
Mahfuz Rahman	Integrated options for managing soilborne diseases of strawberry	West Virginia University	Center
John Inguagiato	Exploring methods to enhance biocontrol of turfgrass diseases in the urban landscape	University of Connecticut	Center
Terence Bradshaw	New England cider apple program	University of Vermont	NE SARE
Kim Skyrms	A varroa mite IPM program for New England honey beekeepers	Massachusetts Department of Ag Resources	Center
Sam Anderson	Twospotted spider mite in NYC urban agriculture	Cornell Cooperative Extension	NE SARE
Joseph Roberts	Exploring methods to enhance biocontrol of turfgrass diseases in the urban landscape II	University of Maryland	Center
Daphne Munroe	Application of shell hash cover as a deterrent of cownose ray predation on hard clam farms	Rutgers University	NE SARE
Lisa Tewksbury	Update on biological control of swallow-worts	University of Rhode Island	EIP



Speaker	Project Title	Affiliation	Funding Source
Veronica Yurchak	Creating an ecofriendly pest suppression program in sweet corn	University of Maryland	NE SARE
Changlu Wang	Monitoring and controlling house mouse infestations in apartment buildings	Rutgers University	Center
Amara Dunn	Progress on updating the website "Biological Control: A Guide to Natural Enemies in North America"	New York State IPM Program	Center
David Owens	Slug sampling in the Mid-Atlantic: EPNs and temperature	University of Delaware	Center



# Review and Evaluation of Impacts

## Partnership Grants and Leveraged Funding

Analysis of 2018–2021 completed Partnership Grant projects shows that \$560,490 invested by the Northeastern IPM Center helped lay the groundwork for project directors securing \$12,948,175 in additional funding for themselves, their partners, and their institutions.

As discussed further in the section of this report focusing on Partnership Grants, that amounts to approximately a 1:23 rate of return.

## Impact Statements

The Center develops and updates impact statements to explain and illustrate the beneficial outcomes of the work we fund. Impact statements are available on the Center website at [neipmc.org/go/impacts](http://neipmc.org/go/impacts).

Also available on that page is an impact statement template, which can be used to educate and train extension educators and others in the Northeast on how to better document IPM project impacts.


## Ticks

Ticks are a particularly high priority in the Northeast, since they are highly effective vectors for multiple diseases—most famously Lyme—and have become increasingly pervasive. According to the Centers for Disease Control and Prevention, more than 300,000 new cases of Lyme are diagnosed each year in the U.S. at an estimated cost to the healthcare system of \$712 million to \$1.3 billion annually.


The Center has funded a number of tick-related projects and hosted webinars on ticks through the *IPM Toolbox* series. We maintain an impact statement on tick IPM that provides additional data on the scope of the tick problem and discusses how our efforts have helped combat it.

## IPM News and Events Roundup

Our weekly *IPM News and Events Roundup* e-mail newsletter continues to be impactful, and we regularly receive compliments and kudos from recipients. Comments have included remarks on the amount of good information packaged in the *Roundup* and the wealth of opportunities it provides to people in various professions, both within the Northeast and in other regions as well.



United States Department of Agriculture | National Institute of Food and Agriculture | Funded by the Crop Protection and Pest Management Program (CPPM)



### Northeastern IPM Center Partnership Grant Impacts

#### Tick IPM

Author: David Lane - Cornell University

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**THE NEED**


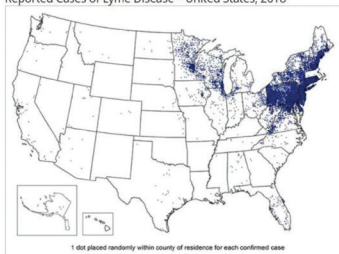


Photo: [tickcounter.org/resources/tick\\_biteology](http://tickcounter.org/resources/tick_biteology)

- "I just found this tick! Will I get Lyme disease?" These days, it's an all-too-common question in the northeastern U.S. and across America.
- The Centers for Disease Control (CDC) now indicates that **more than 300,000 new cases of Lyme disease are diagnosed each year across America** and health economists estimate that the current cost to the U.S. healthcare system alone is between **\$712 million and \$1.3 billion annually**.
- More generally, tickborne disease statistics show that the **northeastern states report about 90% of all human and pet cases**.
- Making matters worse and health costs even higher is the increasing incidence of **other tickborne illnesses** like babesiosis, anaplasmosis, ehrlichiosis, Rocky Mountain spotted fever, and encephalitic viruses such as Powassan, which appear to be increasing as their **tick-vector ranges expand**.

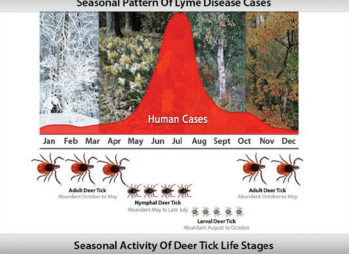
Reported Cases of Lyme Disease - United States, 2018



1 dot placed randomly within county of residence for each confirmed case

Source: [cdc.gov/lyme/stats/maps.html](http://cdc.gov/lyme/stats/maps.html)

Seasonal Pattern Of Lyme Disease Cases



Source: [tickcounter.org/prevention/lyme\\_disease](http://tickcounter.org/prevention/lyme_disease)

12/2021

Host-Targeted Tick Control—What Works, What Does Not, and What's New	Jenny Gangloff-Kaufmann	
	Laura Goodman	
Leaf Litter/Snow Removal for Tick Reduction	Andrew Li	MD
	Kirby Stafford	CT

**WEBSITES**

[northeastipm.org/ipm-in-action/the-ipm-toolbox/tick-ipm-series/](http://northeastipm.org/ipm-in-action/the-ipm-toolbox/tick-ipm-series/)  
[tickcounter.org](http://tickcounter.org)  
[experiment.com/projects/can-we-use-crowd-sourced-tick-surveillance-to-improve-prevention-behaviors](http://experiment.com/projects/can-we-use-crowd-sourced-tick-surveillance-to-improve-prevention-behaviors)  
[entomologytoday.org/2017/10/20/the-current-state-of-integrated-tick-management/](http://entomologytoday.org/2017/10/20/the-current-state-of-integrated-tick-management/)  
[neregionalvectorcenter.com](http://neregionalvectorcenter.com)  
[DontGetTickdNY.org](http://DontGetTickdNY.org)  
[northeastipm.org/neipm/assets/File/Schools/School-Nurses/Ticks-in-schools-guidance.pdf](http://northeastipm.org/neipm/assets/File/Schools/School-Nurses/Ticks-in-schools-guidance.pdf)

12/2021

17

## IPM Adoption Survey

In February 2021, the Center designed and distributed a survey to state IPM coordinators throughout the country.

The survey questions were designed in collaboration with the Southern IPM Center and are categorized as:

- IPM adoption drivers and barriers
- IPM education and training
- Impacts of IPM
- Impact of regional IPM centers
- Sources of more IPM data

The survey results were analyzed to produce a poster, *IPM Adoption Perspectives from the Regions: Barriers and Recommendations*, for the 10th International IPM Symposium, and an article, “IPM Adoption and Impacts in the United States,” for the *Journal of IPM*.

Lessons learned from this survey have helped us edit our Partnership Grants RFA to encourage proposals that contain cost-benefit analyses. Also, based on the survey questions, we are creating a standardized report form that can be used to systematically gather IPM activities, adoption, and impact data from the state IPM coordinators at the annual meeting of the Northeast Region Technical Committee on IPM (NEERA).

## Undergraduate IPM Fellows Survey

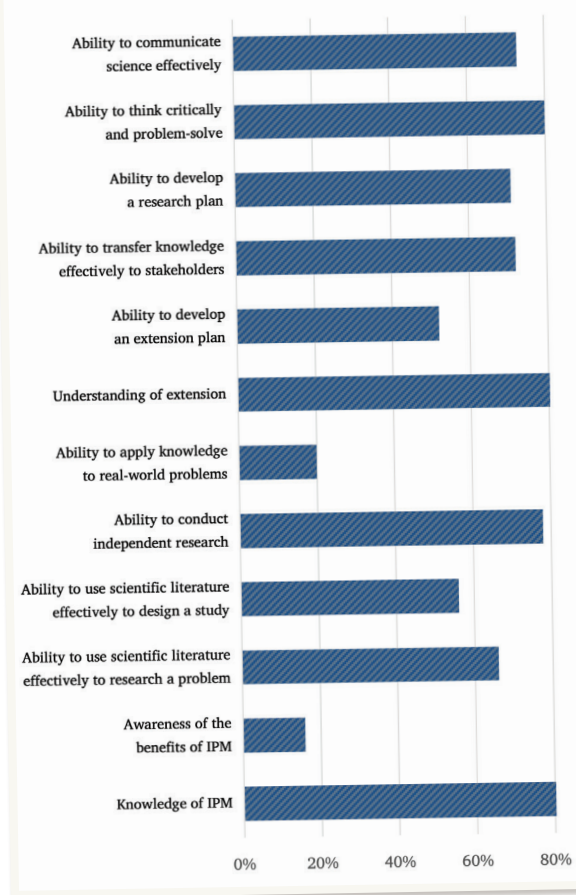
In November of 2021, we conducted a follow-up survey for participants who completed an undergraduate IPM fellowship program funded by the USDA Agriculture and Food Research Initiative (AFRI).

The survey responses strongly suggest that the IPM fellowship benefited participants and their careers due to the increases in knowledge and skills. The respondents were asked to estimate the percentage of change in knowledge and skills that occurred as a result of participation in the program, and the average percentages of change are shown in the chart below.

Participants spoke highly of the experience, noting that they’d acquired a plethora of skills, technical and otherwise, ranging from lab and field experiment skills to problem-solving, communication, and relationship-building skills. Some pointed out how much the program increased their knowledge of IPM, showed them how to apply their learning to real-world scenarios, and even inspired them to pursue graduate programs and, ultimately, careers in extension.

The results of this survey will help us improve the program for the future.

### Percentage of change in knowledge and skills as a result of participation in the Undergraduate IPM Fellows program



## Additional Efforts

In 2021, we continued working with evaluation experts to identify and analyze existing evaluation data, such as the USDA National Agricultural Statistics Service (NASS) Chemical Use Survey.

Other evaluation efforts included tracking responses to our publications and communications and evaluating the impact of our *IPM Toolbox* webinars using Zoom polling data.

The Center led completion of common measures that all four regional centers can report against to improve evaluation efforts across the USDA National Institute of Food and Agriculture’s Crop Protection and Pest Management program, under which

the centers are funded.

Partnership Grant proposals were reviewed for potential impacts—including changes in knowledge, attitudes, skills, and aspirations—as part of the award decisions.

We continue to mine Partnership Grant project final reports for new tools and approaches to implementing IPM as well as highlighting results from working groups.

## IPM Insights Newsletter

*IPM Insights* is the Northeastern IPM Center's flagship publication, featuring news from and about the Center. It includes updates on research and timely issues, success stories from funded projects, news about prominent figures in the world of IPM, useful resources, and funding opportunities, among other topics.

*Insights* is the product of a team effort involving writing, editing, content curation and amplification, and design and layout. Formerly a print-first publication that was also cross-posted to the Center's website, for the last few years, *Insights* has been published only in two electronic formats: as individual web pages for separate articles, and as a single downloadable PDF for an entire issue. However, the Center retains the ability to order small print runs upon request.

### 2021 Highlights

#### Center News and Funding Opportunities

Center news included:

- The winners of the prior year's Outstanding Achievements in IPM Award
- The Center's virtual conference that gives researchers an opportunity to share updates
- New projects funded through the IPM Partnership Grants Program
- A request for project proposals seeking funding for the following year

Unlike most years, the Partnership Grants RFA was released in conjunction with an additional funding opportunity: the Pest Management Strategic Plans and Production/Management Profiles Grants Program, which aimed to fund new and updated PMSPs and PMPs.

#### Pests and Pollinators

Ongoing and emerging concerns around the invasive spotted lanternfly (SLF) continued to feature prominently throughout the year, including news of a new management guide from Penn State Extension. We also devoted coverage to pollinator protection.

#### Partner Organizations

For partner organizations: we shared and promoted:

- White papers produced by the National Integrated Pest Management Coordinating Committee to encourage IPM support and investment



- A call for panelists by the USDA National Institute of Food and Agriculture
- The 10th International IPM Symposium, originally slated for early 2021 but postponed a year due to the COVID-19 pandemic

#### Prominent Figures

In addition to our IPM award winners, we shared news about several researchers and extension personnel who figure prominently in the IPM community:

- Tracy Leskey, who has helped lead the charge against both the brown marmorated stink bug (BMSB) and SLF, was named one of the USDA Agricultural Research Service's Scientists of the Year.
- One of the Center's own advisory council members, James Dill, received the Presidential Public Engagement Award from the University of Maine.
- Sadly, we joined many throughout the community in mourning the passing of Larry Gut, one of the co-directors of the BMSB Specialty Crop Research Initiative project team.

#### Land Acknowledgment for Cornell University Campus

In 2021, the Northeastern IPM Center's host institution, Cornell University, adopted additional measures to reckon with its complicated history around Indigenous dispossession and to acknowledge the campus's use of appropriated homelands.

This included developing a land-acknowledgment statement that was reviewed and approved by the traditional Gayogohó:nq' (Cayuga Nation) leadership and integrated into university communications and collateral.

As beneficiaries of the university's presence and existence, the Center adopted, echoed, and affirmed the ideas and sentiments expressed in the statement.

#### For More Information

To view current and past issues of *IPM Insights* in web and PDF formats, visit [www.northeastipm.org/about-us/publications/ipm-insights/](http://www.northeastipm.org/about-us/publications/ipm-insights/).

# IPM Communication

## Websites

**NortheastIPM.org** – Our main website for promoting and funding IPM in the Northeast

**StopPests.org** – Training materials, pest solutions, and advice for implementing IPM in multifamily housing

**StopBMSB.org** – Biology, ecology, and management of brown marmorated stink bug in specialty crops

**StopSLF.org** – Biology, ecology, and management of spotted lanternfly in specialty crops



Website	Visitors, 2021
NortheastIPM.org	54,905
StopPests.org	21,940 + 23,867 blog
StopBMSB.org	58,608
StopSLF.org	4,049

## Weekly Roundup

The *IPM News and Events Roundup* is a weekly e-mail newsletter sent to the Northeastern IPM Center’s primary communications e-list. The *Roundup* does not contain any content of its own, but rather is a compilation of links with summaries to outside sources about IPM-related news, research, resources, webinars, meetings, events, job opportunities, and more.

The *Roundup* is a mostly plaintext e-mail newsletter that was launched in January 2019. Along with the Center’s *IPM Insights* newsletter, the *Roundup* is part of a two-pronged periodical publication strategy, with the *Roundup* filling a different niche through its up-to-the-minute weekly schedule, compilation-based structure, and simple layout.

Past issues are archived on the Center’s website at [neipmc.org/go/HbdR](http://neipmc.org/go/HbdR).

## Communications E-list

The Center maintains an e-mail communications list. As of this writing, the list has 2,861 subscribers.

The list is for Center announcements—not discussion—and traffic is intentionally kept to a minimum. In addition to the weekly *Roundup*, the list is used to distribute occasional messages about Center news and events.

Anybody may request to be subscribed to the comm list by e-mailing [northeastipm@cornell.edu](mailto:northeastipm@cornell.edu).

## Social Media

The Center is active on social media platforms including Facebook, Twitter, and YouTube.

Facebook and Twitter feature posts about Center news and shares of IPM-related content from media outlets and partner organizations. YouTube is an extensive repository for recordings of webinars, conferences, and meetings presented or hosted by the Center.

- **Facebook:** [www.facebook.com/NEIPMCenter/](http://www.facebook.com/NEIPMCenter/)
- **Twitter:** [twitter.com/NortheastIPM](https://twitter.com/NortheastIPM)
- **YouTube:** [youtube.com/@NortheastIPM](https://youtube.com/@NortheastIPM)

News about the invasive spotted lanternfly (SLF)—covered in greater detail in another section of this report—was also featured frequently throughout the year. The Center made a concerted effort to publicize emerging updates and share news and tips from partner organizations via our social media channels.

## Advisory Council and Steering Committee

The **Advisory Council** provides a broad vision to guide the Northeastern IPM Center. Members represent a wide range of stakeholders, linking the Center to stakeholder needs and priorities for pest management programs. Advisory Council members are also an important avenue for Center outreach to their constituencies and beyond. The **Steering Committee** is the Center's policy-setting body, providing direction for timely and effective Center management.

Name	Affiliation	State
Kofi Berko	Dept. of Housing and Urban Development	DC
Mary Centrella	Cornell University	NY
James Dill*	University of Maine	ME
Carol Glenister	IPM Laboratories	NY
Deborah Grantham*	Cornell University	NY
George Hamilton	Rutgers, The State University of New Jersey	NJ
Glen Koehler*	University of Maine	ME
Rob Koethe	EPA Region 1	MA
Bob Mann	National Assoc. of Landscape Professionals	DC
Vijay Nandula*	USDA-NIFA National Program Leader	KS
David Owens	University of Delaware	DE
Margaret Smith*	Cornell University	NY
Andrea Szylyvian*	EPA Region 1, Pesticide Program	MA
Lisa Tewksbury	University of Rhode Island	RI
Julie Urban	The Pennsylvania State University	PA
Anna Wallingford*	University of New Hampshire	NH
Simon Zebelo	University of Maryland Eastern Shore	MD
*Steering Committee member		



The Northeastern IPM Center is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under award number 2018-70006-28882. The Northeastern IPM Center is one of four Regional IPM Centers.