

National Pesticide Safety Education Center

2022 National AAPSE Meeting
July 19-21, 2022

Tom Smith – Executive Director

Mission:

Serve and Support extension Pesticide Safety Education Programs (PSEPs) in every state, territory and tribe.

www.npsec.us



NAME	AFFILIATION	ROLE	CONTACT	TERM #	CURRENT TERM (begin/end in September)
Tira Adelman	Extension Foundation	Ex-officio	tiraadelman@extension.org (828) 260-0341	NA	NA
Darrel Armstrong	Bayer	Industry Representative	darrel.armstrong@bayer.com (636) 737-1134	1	2021-2024
Travis Cleveland	Illinois PSEP	North Central PSEP Representative	tclevela@illinois.edu (217) 244-1883	1	2019-2022
Allison Cuellar	ASPCRO	Liaison	allison.cuellar@texasagriculture.gov (512) 468-1021	1	2021-2024
Tana Haugen-Brown	AAPSE	Liaison	thbrown@umn.edu (763) 260-4423	1	2020-2023
Ann Hazelrigg	Vermont PSEP	Northeast PSEP Representative	ann.hazelrigg@uvm.edu (802) 656-0493	1	2022-2025
Tamara James	AAPCO	Liaison	tamara.james@fdacs.gov (850) 528-5336	1	2020-2023
Linda Johns	Minnesota PSEP	North Central PSEP Representative	lindaj@umn.edu (763) 767-3881	1	2020-2023
Rachel Maccini	New Hampshire PSEP	Northeast PSEP Representative	rachel.maccini@unh.edu (603) 351-3831	2	2021-2024
Katie Moore	South Carolina PSEP	Southern PSEP Representative	kcrouch@clermson.edu (803) 417-5198	1	2018-2021
Don Renchie	Texas PSEP	Southern PSEP Representative	drenchie@ag.tamu.edu (979) 845-3849	2	2020-2023
Caydee Savinelli	Syngenta	Industry Representative	caydee.savinelli@syngenta.com (336) 209-0703	1	2022-2025
Wendy Sue Wheeler	Washington PSEP	Western PSEP Representative	wschweller@wsu.edu (509) 335-4183	1	2022-2025
Mike Wierda	Utah PSEP	Western PSEP Representative	michael.wierda@usu.edu (435) 919-1270	2	2020-2023

Executive Committee:

Chair: Travis Cleveland
Vice-Chair: Don Renchie
Secretary: Katie Moore
Treasurer: Mike Wierda

Finance Committee:

Mike Wierda
 Rachel Maccini
 Travis Cleveland
 Don Renchie

Serving and Supporting Extension Pesticide Safety Education

How we
meet our
Mission

Printing, Distribution and Revenue sharing
www.npsecstore.com



Online Course development and hosting



Tech Services (E-books, videography, virtual reality, website development, social media)

Grants and Fiduciary services

Amplifying Messages



+ Printing, Distribution & Revenue Sharing

- Pesticide Educational Resources Collaborative (PERC)
- National Pesticide Information Center (NPIC)
- Association of Farmworker Opportunity Programs (AFOP)
- State PSEPs
 - Colorado *
 - Kansas
 - Maryland *
 - Michigan *
 - New Jersey
 - North Carolina
 - Oregon *
 - South Carolina

* State pesticide applicator manuals - over
\$220,000 returned as revenue share from manual
sales to support those state PSEPs

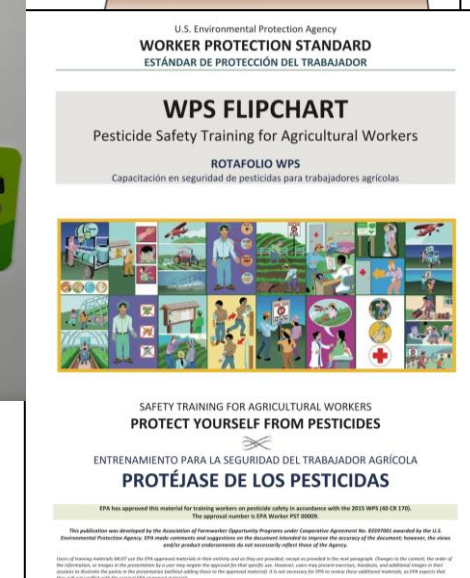
Supporting PSEPs - Revenue Sharing



- 10% of National item sales
(+ 10% discount on PSEP purchases)
 - AFOP
 - PERC
 - Rutgers Respirator Guide
 - NC AgroMed Respirator Flipchart
 - DE Pollinator Wheel
 - KS Spider Book

Over \$20,000 sent to
PSEPs as gifts

www.npsecstore.com



Serving and Supporting Extension Pesticide Safety Education

+ Online Course Development



Software Platforms

- Articulate Presenter
- **Articulate Rise**
- Adobe Captivate
- Adobe Animator

Online Services

- Hosting on Extension Foundation Campus
- Database Management

Fee for Service
or
Cost recovery

www.npsec.us/portfolio

+ Amplifying Messages



Extension Foundation NTAE grant

targeted messaging about pollinators and pollinator education using mass media, including radio and digital resources to reach over 3 million people per day in Texas for 6-weeks



PRAIRIE VIEW
A&M UNIVERSITY
COLLEGE OF AGRICULTURE
AND HUMAN SCIENCES

Cooperative Extension Program



Agriculture and Natural
Resources

agnearme.com



POLLINATOR PREP GUIDE

Created by Nathan Hermond & Kara Maddox

Spot pollinators in your yard or garden, tally your totals, take photos, and share on Twitter, Facebook or Instagram with **#PrairieViewPollinatorProject**

SPOT → **TALLY** → **PHOTO** → **SHARE**

TALLY	IDENTIFY		ATTRACT		PROTECT
✓	POLLINATOR TOTALS	IMAGE	WHERE TO FIND	HOW TO ATTRACT	PESTICIDE SAFETY TIPS
	BEE TOTAL:		Bees enjoy small, clustered, tube shaped flowers. Purple, blue and white blooms are favored.	Try planting: 	

Serving and Supporting Extension Pesticide Safety Education

Free Services for PSEPs

- Adobe Stock images and video npsec.us/adobe-stock
- Assist PSEPs to create course shells and load online courses to the Extension Foundation Campus platform
- Heat maps and other graphics for PSEP publications & presentations

Contact NPSEC: tomsmith@npsec.us (517) 202-3019

Summary: NPSEC's Role

- Serve and Support extension PSEPs
- Facilitate and Incentivize **Collaboration** with a diverse group of stakeholders
- Interface with universities, government and the private sector without the institutional barriers

Values:
Inclusive, Transparent, Supportive, Responsive