

National Invasive Species Awareness Week (NISAW) (v. 6-01)
Jan. 10-14, 2010 -- Washington, DC

Situation

Invasive species are degrading terrestrial and aquatic habitats, decreasing ecosystem services, changing landscapes and waterways, and impacting natural resources in the United States. Funding, legal authorities, and infrastructure are inadequate to address the scale of the problem.

Long-Term Objectives of NISAW

- Greater prioritization and increased resources for invasive species management on public and private lands and waters of the United States.
- New and stronger coalitions and networks of groups built around invasive species and ecosystem sciences, education, and management.
- New and strengthened laws, policies, and treaties to prevent the introduction and proliferation of invasive species in the U.S., across borders, and with trading partners.
- Federal invasive species policies developed with consideration of the best available science.
- Sustainable, resilient ecosystems that maintain processes, functions, biodiversity, and productivity into the future.

Organization

The Weed Science Society of America is leading an effort to organize a weeklong event in Washington, DC, to bring attention to invasive species issues, assisted by the Center for Invasive Plant Management. It is seeking other groups to become partners in NISAW, including: Federal agencies, Capitol Hill staff, multi-agency organizations, institutions, collaborative groups, professional scientific societies, NGOs, and state and local practitioners of invasive species management.

Participants

- 1) Federal agency leadership; 2) Capitol Hill staff; 3) Invasive-species-related organizations;
- 4) Federal, state, and local practitioners of invasive species management.

Anticipated immediate outcomes of NISAW 2010 (*“Why should anyone come to this?”*)

1. Increased understanding of invasive species issues among Federal agency leadership and Congress.
2. A strong, united, all-taxa coalition to promote invasive species issues and management.

Ideas for the week

- *Planning committee will brainstorm ideas that support the two outcomes above.*

Timeline

- June – Final decision on dates, location, scope; decide on PR angle and issue first announcement to target audience(s); develop budget; solicit partners and funds; delegate pieces to subcommittees/volunteers; initialize NISAW2010 web page
- July-August – Conduct biweekly conference calls for planning; follow up on ideas; contact potential speakers; add info to website as available
- September – Begin serious PR; finalize speakers; issue formal invites to Fed leadership, selected Congressmen, and Hill staff; arrange briefings
- Mid-October – Issue final agenda; registration opens
- November – Continued PR; line up media coverage
- December – Final local arrangements (hotel, receptions, equipment, registration materials)