From: Kenneth E Mayer
To: Noreen Walsh
Cc: Richard Hannan; Theresa Rabot; Ren Lohoefener
Subject: Re: FW: Requested comments from PFW folks on the WAFWA Invasive Plant report.
Date: Wednesday, March 25, 2015 11:25:48 AM

Noreen--well the presentation went as well as it could given the logistical issues. To begin with my flight was canceled because of weather in Chicago and I couldn't be there in person (Ren--I had to cancel my NCA presentation too), when I sent the PPT via email it loaded OK on their end except their system wouldn't recognize the Medusa flow chart and my fire truck images. Thank God for Richard, as he was my Vanna and introduced me, changed slides on the PPT and passed out copies of those 2 important slides. All and all it came off OK. The only critical comment came from Steve Ellis where he said he liked the recommendations but objected to our use of the phrase "Lack of Leadership" in the 2nd Challenge and Barriers in the hand-out that Richard distributed at the end to the presentation (good call BTW not to include those in the body of the PPT). No one else seemed to have a problem with that. Nevertheless, Joe Tague and Mike and I are reviewing the report and we will scrub the report for words like that where we can make a change without changing the meaning. Once that is done (hopefully Thursday) I will send the revised final draft to you, Sarah, Jim Lyons, Ren, Richard and Terry and suggest that we release the report via our internal WAFWA process on April 2. The issue in my mind is the more time between this release and the SO Plan in May the better so there is no confusing the 2 reports. And that gives time for DOI to publicize how the Invasive Report will be incorporated in the fire plan where appropriate.

As you suggested, I would be available to work with your External Affairs folks on how you would like to release the report to the public and press (WAFWA really doesn't have a mechanism to do that effectively). That way we will have the right messaging and hence guide any press coverage. How does that plan sound? The weed folks are planning a May Summit so they need time to work with DOI on the logistics. Let me know!

KM

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On Thu, Mar 19, 2015 at 6:46 AM, Noreen Walsh <noreen_walsh@fws.gov> wrote:

> Ken,
>
> Here's some raw content from our PFW folks about communications on the invasives report in a way that will resonate best with the ranching / grazing community. I pass it along FYI as I understand you are going to get an audience with NCBA leadership next week.

Also Theo, could help us pull together this and any other input (e.g., still awaiting feedback from Duane Coombs) into a simple communications strategy relative to the ranching /grazing audience for the report if that would be helpful to you. I know it would be helpful to us in the Service as we always strive (and struggle) to make sure all parts of our organization have the same key messages and that we have been strategic in who/how we reach out. If you feel similarly for WAFWA, Theo could pull something together that could serve WAFWA and FWS in that regard. Let us know.

Best,

Noreen

Noreen Walsh

Regional Director

Mountain-Prairie Region

U. S. Fish and Wildlife Service

303 236 7920

From: Heather Johnson [mailto:Heather_Johnson@fws.gov]
Sent: Tuesday, March 17, 2015 5:00 PM
To: Noreen Walsh
Cc: Karl Fleming; Susan Abele; David Kimble; Clint Wirick; Will Meeks; Michael Thabault; Matt Kales
Subject: RE: Requested comments from PFW folks on the WAFWA Invasive Plant report.

Good afternoon Noreen!!

Attached are the additional comments that the PFW Team put together. If you have any questions or need additional information, please give me a ring or swing by! :)

Thanks and Happy Saint Patrick's Day to everyone!!

Heather

Heather Johnson

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On Sat, Mar 14, 2015 at 10:42 AM, Noreen Walsh <noreen_walsh@fws.gov> wrote:

Dear all,

Thank you very much for your time and effort. No worries about the format Karl – I was just looking for your good ideas! I will share your general comments with the authors of the report and I know they will appreciate it.

Where you all could really help a little more is fleshing out the last section of your document "Recommendations for Rolling Out the Report." For example:

What are those key messages for the key audiences you list? What are the best ways to communicate them?

Are there upcoming gatherings or meetings, etc, that would provide a good insertion point to have the authors attend and talk about the report?

Or perhaps other means of reaching the ranching/grazing community besides meetings?

Are there areas of content that will be easily misinterpreted or that will provide "flash-points" we should actively work to avoid through careful thought and phrasing?

How do we roll out this report to best capitalize on a common goal of invasive weed

management, and not inadvertently cause a wedge to form between us and this community?

Please share specific thoughts along those lines as soon as possible this coming week, and then I can enlist EA and others to help run with your ideas.

Many thanks - I am optimistic that this effort arising out of WAFWA's work, the convergence with sage-grouse conservation, and rising concern about the impacts of climate change may help turn the tide in this fight against invasives. Your assistance in helping us communicate with the ranching community is invaluable - you are the group with the unique knowledge and perspective to help.

Noreen

Noreen Walsh

Regional Director

Mountain-Prairie Region

U. S. Fish and Wildlife Service

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