



McChesney, Gerry <gerry_mcchesney@fws.gov>

Fwd: [EXTERNAL] RE: New materials for Farallon Mouse Eradication Project

1 message

Anne Morkill <anne_morkill@fws.gov>

Thu, Jan 16, 2020 at 1:53 PM

To: Gerry McChesney <gerry_mcchesney@fws.gov>, Chris Barr <Chris_Barr@fws.gov>, Doug Cordell <doug_cordell@fws.gov>, Erin Curtis <erin_curtis@fws.gov>, Mark Pelz <mark_pelz@fws.gov>

FYI for review and discussion on tomorrow's 10 am call for those participating

(Sent from my iPhone)

Begin forwarded message:

From: Hiyan Sisson <hiyan.sisson@schatzpublishing.com>**Date:** January 15, 2020 at 3:31:39 PM PST**To:** "Morkill, Anne" <anne_morkill@fws.gov>**Cc:** "Pelz, Mark" <mark_pelz@fws.gov>, Sheree Lewis <sheree.lewis@schatzpublishing.com>**Subject:** RE: [EXTERNAL] RE: New materials for Farallon Mouse Eradication Project

Hi Anne,

Here is the second draft of the Mouse project PowerPoint. You can download the full PPT from hightail:
<https://spaces.hightail.com/space/Pt97A0IZy7>

Also attached is a sample template of what a supplementary doc might look like.

I wanted to get these to you before Friday's call – where we can discuss details.

Thanks!

Hiyan

Schatz Strategy Group

(541) 791-7630

From: Morkill, Anne <anne_morkill@fws.gov>**Sent:** Thursday, December 12, 2019 5:40 PM**To:** hiyan.sisson <hiyan.sisson@schatzpublishing.com>**Cc:** Pelz, Mark <mark_pelz@fws.gov>; sheree.lewis <sheree.lewis@schatzpublishing.com>**Subject:** Re: [EXTERNAL] RE: New materials for Farallon Mouse Eradication Project

Hello Hiyan - I just uploaded the slide deck (and pdf version) that includes our comments and edits, and a few additional slides to work on. Also included a couple references that are noted in the comments. We realize there are way more slides than we need for our upcoming commission meeting but we can use all of them for different audiences and purposes!

Also our target date has slipped back to June (not March) so there's more time to work on this on our end.
Do you have any timing constraints?

Let me know if you would like to review together via conference call/webex?

Thanks,

Anne

Anne Morkill

Refuge Complex Manager

San Francisco Bay National Wildlife Refuge Complex

U.S. Fish & Wildlife Service

Department of Interior Unified Region 10

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<http://www.fws.gov/sfbayrefuges/>

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NWR *

On Mon, Nov 18, 2019 at 11:39 AM Hiyan Sisson <hiyan.sisson@schatzpublishing.com> wrote:

Hi Anne,

We took an initial stab at the Mouse Project PowerPoint deck using the content that you sent. Attached is a PDF version of the deck. You can download the PPT version here: <https://spaces.hightail.com/space/Pt97A0IZy7>

One of the biggest obstacles we ran into is the large amount of content and not knowing what needs to be kept and what can be omitted. There were several places where information had to be divided into several slides so that the content was manageable. There were other places where we couldn't move forward with designing the slide until content could be trimmed down. I left red text box notes on slides with issues. This is where we could use your help in editing down content – remember a slide should function as visual cues with quick bullet points that you will expound on verbally during your presentation.

Also, currently there are about 40 slides in the deck with several more still needing to be designed. Those slides still in progress could add 20 slides or more to this deck. 60 slides for a 20 min presentation would be impractical. General rule of thumb is about a slide per minute. Ideally 20 to 25 slides would be good, but we could push it to 30/35 slides but you would have to rush through the presentation pretty quickly.

However, this is just the initial stab that lays the foundation for the final product. It gives the look and feel of the design and how content fits on a page. Moving forward we would need your help in trimming content and organizing slides to best fit your needs. Also, since this is an initial draft no editorial review was done – we can do an editorial QC once the deck is more finalized.

Please let me know if you have any questions or if you'd like to set up a call to go over the PowerPoint.

Thanks!

Hiyan

Schatz Strategy Group

(541) 791-7630

From: Morkill, Anne <anne_morkill@fws.gov>

Sent: Friday, October 25, 2019 2:29 PM

To: Hiyan Sisson <hiyan.sisson@schatzpublishing.com>

Cc: Pelz, Mark <mark_pelz@fws.gov>; Sheree Lewis <sheree.lewis@schatzpublishing.com>

Subject: Re: [EXTERNAL] RE: New materials for Farallon Mouse Eradication Project

Great, thanks!

Anne Morkill

Refuge Complex Manager

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On Thu, Oct 24, 2019 at 2:54 PM Hiyan Sisson <hiyan.sisson@schatzpublishing.com> wrote:

Thank you Anne-

Yes, we received both the first hightail delivery and the recent one you sent yesterday.

We are currently working through the material and creating a design template for the power point. This initial stab will be a bit more than just a design template. We are hoping to give you examples of how a page might look—how an infographics and graph may be used, what a table looks like, what a image page looks like versus a full text page – all using the materials you sent. This will give us a foundation to work from and a gauge as to how much information a page can hold and still be quickly understood.

Please let me know if you have any other questions.

Thanks!

Hiyan

Schatz Strategy Group

(541) 791-7630

From: Morkill, Anne <anne_morkill@fws.gov>

Sent: Wednesday, October 23, 2019 10:26 AM

To: Hiyan Sisson <hiyan.sisson@schatzpublishing.com>

Cc: Pelz, Mark <mark_pelz@fws.gov>; Sheree Lewis <sheree.lewis@schatzpublishing.com>

Subject: New materials for Farallon Mouse Eradication Project

Hello Hiyan - I just wanted to touch base to see how it's going! I added some additional materials to Hightail, including a just published article about the mouse-owl-petrel hyperpredation issue plus some materials from other rodent eradication projects ([Antipodes Island NZ](#), [Anacapa Island CA](#), [Lehua Island HI](#), [Hawadax Island AK](#)) as examples/reference.

Best,

Anne

Anne Morkill

Refuge Complex Manager

San Francisco Bay National Wildlife Refuge Complex

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River NWR *

On Fri, Oct 4, 2019 at 3:18 PM Hiyan Sisson <hiyan.sisson@schatzpublishing.com> wrote:

Thank you –

I will review them and let you know if I have questions.

Hiyan

Schatz Strategy Group

(541) 791-7630

From: Morkill, Anne <anne_morkill@fws.gov>
Sent: Friday, October 4, 2019 2:59 PM
To: Hiyan Sisson <hiyan.sisson@schatzpublishing.com>
Cc: Pelz, Mark <mark_pelz@fws.gov>; Sheree Lewis <sheree.lewis@schatzpublishing.com>
Subject: Re: [EXTERNAL] Accepted: Call regarding graphics for Farallon Mouse Eradication Project

Hi Hiyan - I dropped some files on hightail just now to get you started. Take a look at the ppt ideas and let me know if you have any questions! Thanks

Anne

Anne Morkill

Refuge Complex Manager

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On Thu, Sep 26, 2019 at 2:19 PM Hiyan Sisson <hiyan.sisson@schatzpublishing.com> wrote:

Mark and Anne –

It was wonderful chatting with you yesterday. I feel like I have a good handle on what you are needing and confident we can deliver a creative, professional product.

As discussed, you can send me large files through our hightail account (<https://spaces.hightail.com/uplink/schatzpub>). You can just drag and drop individual files or zipped folders.

Please let me know if you have any questions.

Thanks!

Hiyan

Schatz Strategy Group

(541) 791-7630

4 attachments



noname.html
1K



Farallon Mouse Project-DRAFT-2020-0115.pdf
7293K



Supplementary Info.pdf
809K



noname.html
1K