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FOCI Newsletter

Firewood Outreach Coordinating Initiative

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 FIREWOOD.org**



Final countdown to the Great American Eclipse

Maybe you are sick of it already, but it ain't over til the umbra reveals the corona. Here at Don't Move Firewood HQ we've been advertising solar eclipse relevant Google Adwords since mid July, writing blogs and publishing social media posts, and generally trying to get the word out about safer firewood buying habits to all the upcoming eclipse viewer travelers. **If your region is NOT in the path of totality, you've got only 2 to 4 business days to do a press release on how departing campers should NOT be transporting firewood.** Most people living in or very near the path of totality aren't going to be camping- so they are not your target audience! Instead, it's the folks that are road tripping for the weekend into the path of totality, likely departing around August 17 – 19, that you need to reach. These are the ones that might pack firewood – they are your target audience.

[Read about Wyoming's preparations >>](#)

[Read the national blog on Cool Green Science >>](#)

[Find our template national Eclipse press release >>](#)

Tree Check Month is NOW

Your organization can help save trees by encouraging the public to proactively check trees for signs of the Asian longhorned beetle during the month of August. Download a wide variety of handy outreach materials from USDA APHIS Asian Longhorned Beetle program's site, or look through the curated list of partner materials that can be used to diversify your outreach approach as found on the Don't Move Firewood site.

[USDA APHIS Tree Check Month page >>](#)

[Partner list of Tree Check Resources >>](#)

Forward this to 5 friends today

This newsletter is emailed to subscribers of many stripes- federal, state, city, non-profit, industry, educators, researchers, retirees... this list could go on for much longer. It's a great professional resource for so many people- and having more subscribers, more ideas, and more success stories to publish- will make it even better. Please take one minute of your day right now to think of a list of five colleagues or friends that might benefit from reading this newsletter, and then **forward this email to them with your recommendation to subscribe.** *You will be rewarded with eternal good fortune if you pass along this chain letter.*

[Direct link to subscribe >>](#)

The Plant Heroes website has a wide variety of engaging outreach items for forest pests. This image is a screengrab from the Plant Heroes' [Not Good to Move Firewood online comic](#), which features an Asian

longhorned beetle.

Infestations and Regulations

Map Quiz! Why do we do map quizzes?

This newsletter uses active adaptive management to feature content you and your colleagues are truly interested in. We figure this out by analyzing what gets clicked on within each email via tracking codes embedded throughout every newsletter we send. This is a standard practice for email lists, and it is hugely helpful to learn about what really interests your audience. Guess what's the consistently (on average) second-most clicked on link in these emails? The map quiz. So hey, what's the state with the worst drought conditions right now?

[Visit the Drought Conditions Portal >>](#)

Don't Move Firewood Campaign

Second Annual Firewood Month will be in October

The Don't Move Firewood campaign will be again teaming up with the Hungry Pests campaign to conduct a joint Firewood Awareness Month in October. The outreach will be directed to both core types of firewood users; recreational users, and home heating users. Put it on your editorial calendar and look for another article in this newsletter's September edition with further details!

[Visit the Firewood Month Toolkit >>](#)

Come to Savannah for the Continental Forest Dialogue

This year's annual meeting of the Continental Dialogue on Non-native Forest Insects and Diseases is in Savannah Georgia, November 9th and 10th 2017. Join us for a great meeting covering a wide variety of forest pest topics, including speakers on the issues of: the complexities of firewood regulations, dealing with a lack of firewood regulations, and the ramifications of pest deregulation on firewood. Phew! *Registration will open in late August, and we'll remind you about this in September!*

[Find the draft agenda here >>](#)

[FORWARD THIS TO A COLLEAGUE »](#)

In the News

Predicting Shifts in the Range of Invasive Insect Species in the Face of Climate Change
28 July 2017

Campers, firewood vendors, react to potential new firewood regulations
14 July 2017

Drones deployed to detect emerald ash borers in Boulder
14 July 2017

Search Continues for Methods to Control Fungus-Farming Beetle in Southern California Trees
12 July 2017

Submit Your Story

This is the **Firewood Outreach Coordinating Initiative** newsletter, designed to share information about firewood and invasive forest pests. Do you have a story you want us to include in a future newsletter? Submit your story of 120 words or less.

[Submit Your Story](#)

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