NC EPPC Gets a “Shout Out” in USA TODAY to Bolster Invasive Species Awareness

The North Carolina Exotic Pest Plant Council (NC EPPC) used invasive species awareness week as an opportunity to raise invasive species awareness in North Carolina. With the help of Debbie Crane, Director of Communications with the NC Chapter of The Nature Conservancy and the NC EPPC board, a press release was composed and distributed to media contacts. The release resulted in a radio interview with Johnny Randall, NC EPPC board member, a radio and live television interview with Rick Iverson, NC EPPC president, and news clips in the North Carolina News Network, the Winston Salem Journal, the Salisbury Post, the Myrtle Beach Sun News, The Rock Hill (SC) Herald and USA TODAY. The clip in USA TODAY made the NC state highlight news with the following:

“Raleigh — The North Carolina Exotic Plant Pest Council wants people to focus this week on invasive species, foreign plants that are spreading and changing the environment. Council President Rick Iverson said kudzu is probably the invasive plant that most people know best. He said it’s time to look out for the next kudzu and stop it from spreading.”

EDRR Final Plan Nears Completion in North Carolina

A core mission for NC EPPC in 2010 is to finalize and launch a plan for Early Detection and Rapid Response (EDRR) of Invasive Plants. Thanks to Dr. Randy Westbrook, the elements of an EDRR plan have been assembled with input by the NC EPPC Board of Directors. The target weed list is currently under review by the NC EPPC Board and the members they represent. Several training workshops have already been planned around the state to train volunteers and stakeholders.