

**Western Weed Awareness Summit  
June 1 – 2, 2005  
DoubleTree Hotel Riverside  
Boise, Idaho**

**Agenda**

<b>WED., June 1</b>		
8:00 am	Welcome and Logistics	Roger Batt, IWAC, Idaho
8:10 am	Introductions and ice breaker	
8:50 am	<b>What Does “Weed Awareness” Mean?</b>	<i>Group discussion</i>
9:20 am	<b>Understanding and Targeting Your Audience</b>	Dick Larsen, Idaho
10:00 am	<b>BREAK – Visit display tables</b>	
10:30 am	Introduction to group sessions	Sue Donaldson, UNCE, NV
10:45 am	Break into groups to brainstorm methods to target audiences	
11:30 am	Groups report back (targeting)	
12:00 am	<b>LUNCH (provided)</b>	
1:30 pm	<b>First case study – Funding Your Program: Sources and Methods</b>	Carla Hoopes, Montana Campaign
1:50 pm	<b>Second case study - Funding Your Program: Sources and Methods</b>	Roger Batt, Idaho Weed Awareness Committee
2:10 pm	Break into groups to brainstorm methods for funding programs	Sue Donaldson, facilitator
2:50 pm	Groups report back (funding)	
3:20 pm	<b>BREAK – Visit display tables</b>	
3:50 pm	<b>First case study – Innovative Delivery Methods</b>	Laurel Shiner, Whatcom County Noxious Weed Control Board, Bellingham, WA
4:10 pm	<b>Second case study - Innovative Delivery Methods</b>	Gary Grimm, Mountain Visions, ID
4:30 pm	Break into groups to brainstorm Innovative Delivery Methods	Mary McFadzen, facilitator
5:15 pm	End for the day	
6:30 pm	Meet in lobby for group dinner at Teppanyaki	

<b>THURS June 2</b>		
8:10 am	Groups report back (delivery)	
9:00 am	<b>First case study – Program Evaluation: Did Your Program Have the Desired Outcome?</b>	Sue Donaldson, UNCE, NV
9:20 am	<b>Second case study - Program Evaluation: Did Your Program Have the Desired Outcome?</b>	Carla Hoopes, Montana Campaign
9:40 am	<b>BREAK – Visit display tables</b>	
10:10 am	Break into groups to brainstorm Program Evaluation	Janet Clark, facilitator
11:00 am	Groups report back on Program Evaluation	
11:45 am	<b>LUNCH (provided)</b>	
1:15 pm	<b>Where do we go from here?</b> <ul style="list-style-type: none"> <li>• What did we learn about awareness?</li> <li>• Did it change our perception of what the term means?</li> <li>• How do we do a better job raising weed awareness?</li> <li>• What are our next steps as a group?</li> </ul>	<i>Group discussion</i> Sue Donaldson and Janet Clark, facilitators
3:00 pm	Adjourn	

Sponsored by the Center for Invasive Plant Management, IdahoWeed Awareness Campaign, Montana Statewide Noxious Weed Awareness and Education Campaign, and University of Nevada Cooperative Extension.