

SE Regional NERR Collaboration





**It all
started
with a
trip to
Sapelo
Island...**

(2004)



Chapter Six: Evaluation and Realistic Expectations

NIMH Services Center
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The SE Regional NERR Meeting Was Born

2005

- Met in Beaufort, NC
- NERR Stewardship Coordinators joined
- Train-the-Trainers: Managing the Impacts of Small Docks and Piers
- Green Building Workshop Series
 - Morehead City, NC
 - Myrtle Beach, SC
 - Savannah, GA

2007

- Met in Georgetown, SC
- NERR Managers and Research Coordinators joined
- Decided to have a regional focus on invasive species

2008

- Met in St. Augustine, FL
- Coastal Training Coordinators planned the invasive species training

Regional Coordination

- Has been mostly Coastal Training Program events

Diamondback Terrapins

- 2008 – Charleston, SC
- 2009 – Wilmington, NC
- Partnership with the Diamondback Terrapin Working Group
- Workshop topics included:
 - Ecology & Conservation
 - Derelict Blue Crab Trap Removal Programs
 - Terrapin Excluder Devices in Blue Crab Traps
 - Education & Outreach

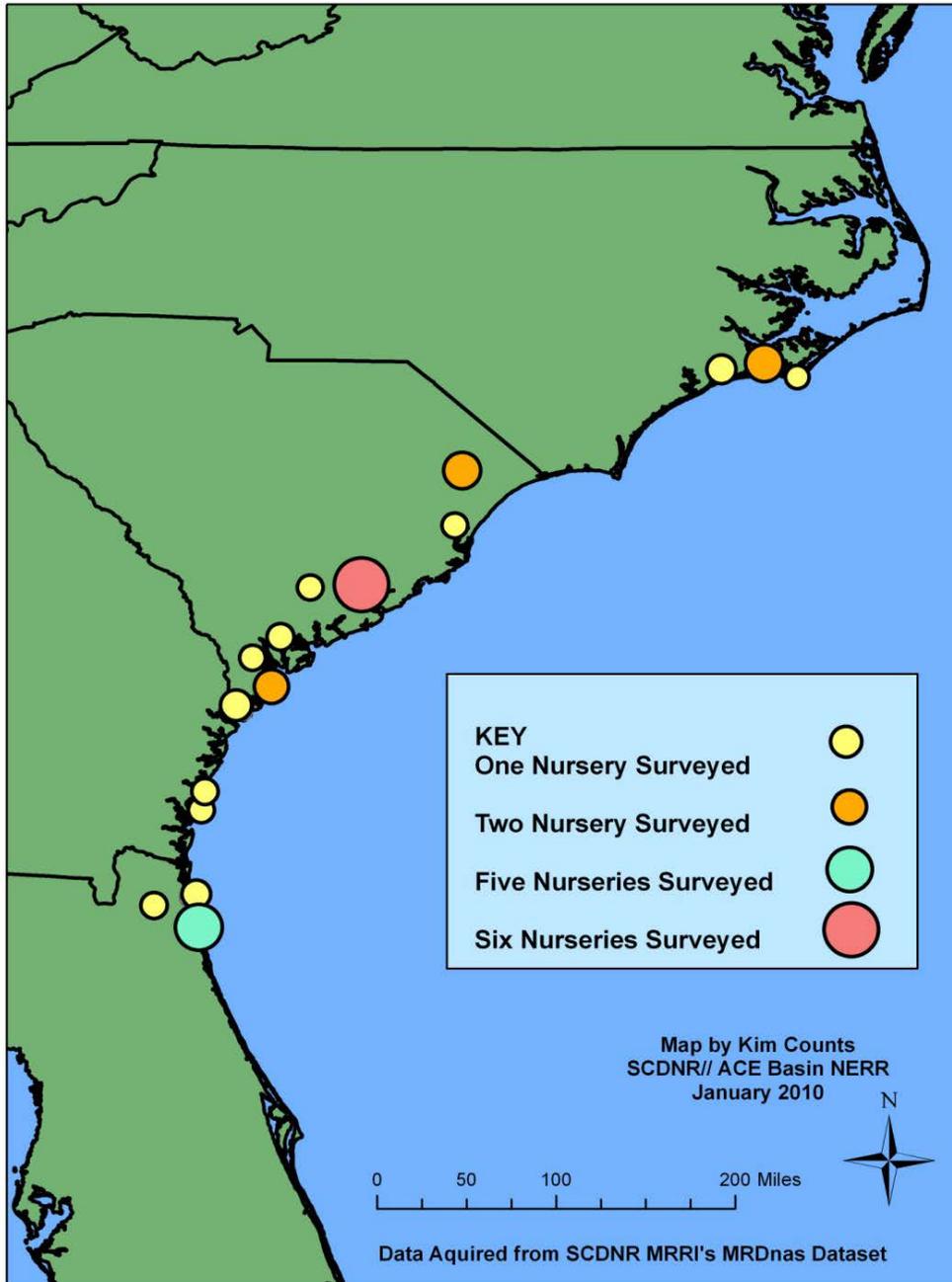
Fostering Sustainable Behavior

- 2009 – Savannah, GA
- Dr. Doug McKenzie-Mohr
- Intro to community-based social marketing
- Examples of how it is being applied to foster sustainable behavior

Invasive Terrestrial Plants

- 2009
- Green Industry Survey
- Three-day conference, near Charleston
- Partnerships with SE & SC Exotic Pest Plant Council, US Geological Survey

SE NERR's Green Industry Survey Sites



Survey Timeframe:

October-November 2009

Total # Of Nurseries: 28

Nurseries Surveyed/State:

~NC 4

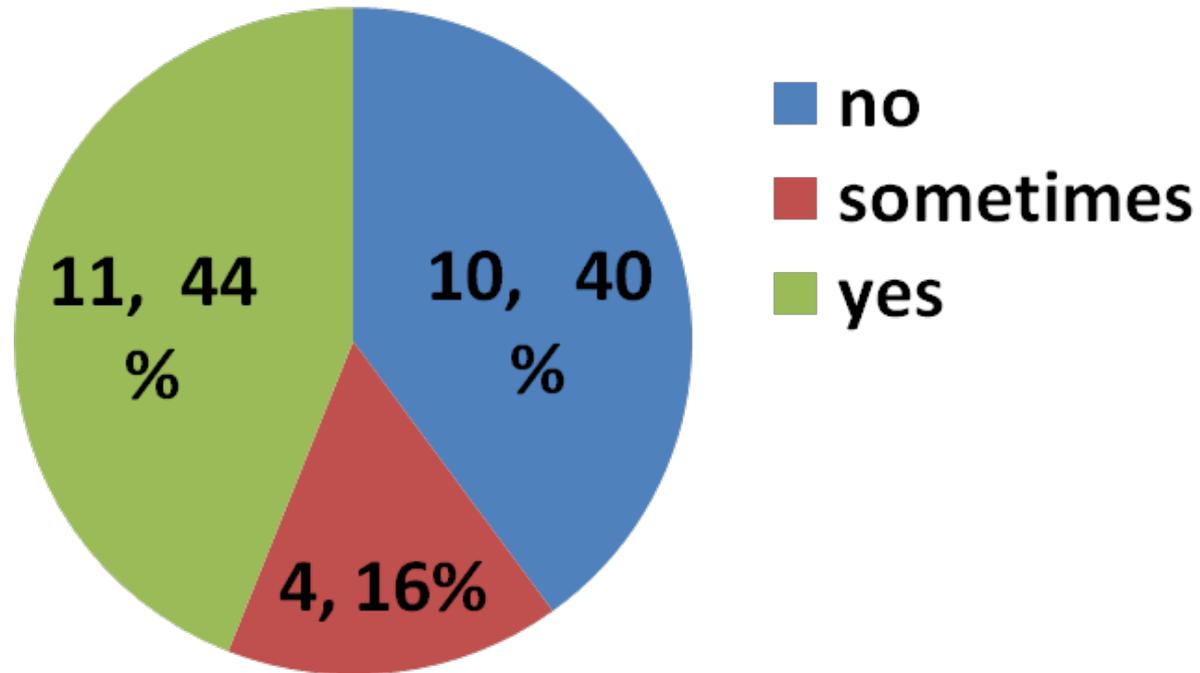
~SC 14

~GA 3

~FL 7

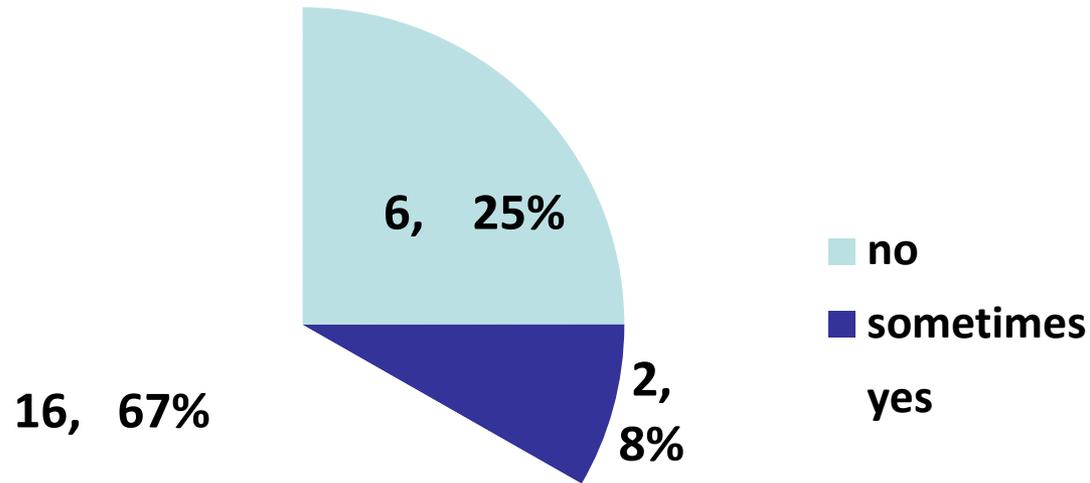
Green Industry Survey

Do you label plants as native?



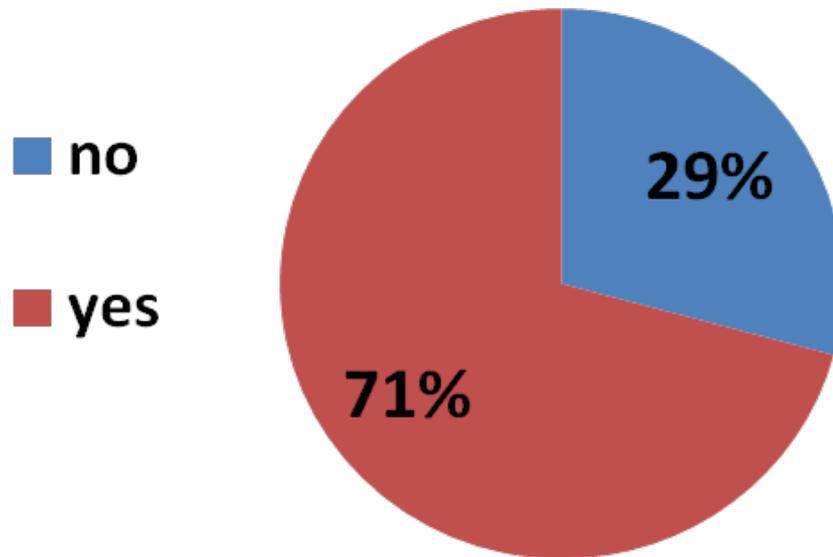
Green Industry Survey

Does labeling plants as native help them to sell?



Green Industry Survey

Do customers inquire about native plants?



Green Industry Survey

- Need identified to develop additional forms of communication between government entities, NPO's, the nursery industry and the public
- Green industry interested in promoting natives
- Lack of demand, followed by lack of supply key factors in natives/invasives issue

Controlling Invasives & Promoting Native Plants Conference

- Invasive control work by state
- Working sessions on:
 - Targeting the green industry
 - Engaging the public
 - Innovative regulatory approaches
 - Improving collaboration
- Day 3: Early Detection Rapid Response Training

More Invasives

- North Carolina NERR – Early Detection Rapid Response workshop – May 2010
- Sapelo Island NERR – September 2010
 - Open the Garden Gate: Open Your World to Native Communities
 - Open the Community Gate: Planting Habitats for Local Landscapes

Successes

- Great group of people
- Way to divide up the work
- Tackle regional issues
- Bring attention to the CTP & Reserves on a regional level

Challenges

- Geography
- Spending money
- Audience Participation
- How do we involve the other Reserve sectors

Lesson Learned

- Not everyone needs to travel to an event