Great Lakes Panel on Aquatic Nuisance Species
Outreach Coordination Committee Meeting
November 4, 2026

Attendance

Sara Stahlman*, Committee Chair, Pennsylvania Sea Grant*
Tim Campbell, *Vice Committee Chair, Wisconsin Sea Grant*
Greg Hitzroth, *Illinois-Indiana Sea Grant*
Cathy McGlynn, *New York State Department of Environmental Conservation*
Matt Santo, *1854 Treaty Authority*
Brian Schoenung, *Illinois Department of Natural Resources*
Aubree Szczepanski, *Indiana Department of Natural Resources*
Rebecca D'Orazio, *Invasive Species Centre*
Tory Gabriel, *Ohio Sea Grant*
Debra DiCianna, *Lake Carriers' Association*
Doug Jensen, *Minnesota Department of Natural Resources*
Elizabeth Tanner, *Wisconsin Department of Natural Resources*
Sydney Currier, *Invasive Species Center*

Staff (Great Lakes Commission)
Theresa Gruninger
Sam Tank
Autumn McGowan
Nichole Angell

Notes

Meeting start-up

Sara Stahlman, Committee Chair

- Sara Stahlman is the new Chair for the Great Lakes Panel (GLP) Outreach Coordination Committee (OCC)
- Stahlman led a round of introductions and reviewed the agenda

Promoting AquaSale

Tim Campbell, Committee Vice Chair & Theresa Gruninger, GLC

- Following the launch of AquaSale, the OCC is considering what roles the Committee can undertake to promote the tool to additional audiences, such as users and hobbyists, outside of the AIS networks
- AquaSale is currently running Google ad promotions. This is slow and limited due to very specific search terms and requirements for the ad algorithm
- Recent and upcoming presentations
    - Sam Tank provided a presentation on AquaSale to the Mississippi River Basin Panel and received positive feedback and excitement regarding the tool

    - A presentation on AquaSale is planned for the upcoming Aquatic Nuisance Species Task Force meeting
- The OCC agreed that the committee should record what networks AquaSale has been promoted through by members of the GLP
- Aquashella is an annual aquarium and exotic pet expo that takes place in multiple cities in the U.S. and may be an event to attend and promote AquaSale to aquarium and water garden hobbyists
    - IL-IN Sea Grant has attended Aquashella's Chicago expo in the past, though the event has declined to have IL-IN Sea Grant as a vendor in the last few years
- The Invasive Species Centre (ISC) often attends major pet shows in Toronto, and a finding a U.S. equivalent may be an effective avenue to promote AquaSale to aquarium communities
- ISC is developing an AIS community of practice which includes national pet organizations and aquarium associations as partners, the GLP could potentially present AquaSale to U.S. equivalents

Starting new committee work & interjurisdictional project brainstorm

Sara Stahlman, Committee Chair

- This year the GLP is beginning the interjurisdictional (IJ) project brainstorming period earlier to better prepare for the U.S. Fish and Wildlife Service Notice of Funding Opportunity and create better ties between GLP Committees and the proposed projects
- From previous OCC meetings, four main project themes/pathways have emerged: OIT/Aquarium trade projects, waterfowl hunter projects, bait disposal projects, and other social science ideas
- Members utilized a virtual whiteboard and reviewed the list of existing project ideas, suggested additional projects under the categories, and added indicated preferences within the list of suggested projects
- The OIT/aquarium trade pathway had multiple popular ideas, including coordinated pet surrender events, engaging with pet wholesalers, and providing native alternatives for water gardens
- Under waterfowl hunting, the top-ranking idea proposes a project for the OCC to keep track of status and developments for waterfowl hunting outreach
- With the bait pathway, there is an ongoing IJ project to develop a regional bait identification resource. Based on the initial takeaways from bait interviews are suggestions to create a summarized resource for both shop owners and customers to look at, and an online app or website resource for easy referencing
- Other suggested bait pathway projects include understanding what types of bait disposal services or stations work best and are well-received by users, and OCC members expressed interest in connecting with online influencers to share AIS prevention messages
- There was interest in a social science project that tackles improving learning and memory retention of AIS outreach and workshops for adults (i.e. an evaluation of messaging and whether varying prevention messages change how people feel, react, and remember them)

    - This project would require engaging with an adult learning expert to understand best practices and evaluate key programs
- Other pathway projects suggested include evaluating the usage and effectiveness of CD3 decontamination stations, and improving AIS outreach specimens and supplies
- The next steps to selecting which projects to pursue will be evaluating each project based on expected impact, and additional IJ project brainstorming will take place at the Fall Great Lakes Panel meeting

Meeting wrap-up

Committee Chair and staff

- Additional updates
    - The Upper Midwest Invasive Species Center took place in early October in La Cross, Wisconsin with over 500 in-person and virtual attendees
- The upcoming GLP Meeting will be held in Ann Arbor, MI from November 18-19

Action items:

- Theresa Gruninger will reach out to the NSGLC to determine where/how AquaSale has been promoted through NSGLC networks
- Theresa and Tim will develop a spreadsheet to record where AquaSale has been promoted
    - If anyone has a good listserv or group AquaSale should be promoted to, please email Theresa (tgruninger@glc.org)
- Tim Campbell is trialing video and graphics editing to develop explainer videos and is continuing to test these. If anyone has topics of interest, please send these to Tim (tim.campbell@wisc.edu)