



# National Pesticide Safety Education Center

2022 National AAPSE Meeting  
July 19-21, 2022

**Tom Smith – Executive Director**

*Serving and Supporting Extension Pesticide Safety Education*



## Mission:

Serve and Support extension Pesticide Safety Education Programs (PSEPs) in every state, territory and tribe.

[www.npsec.us](http://www.npsec.us)



NAME	AFFILIATION	ROLE	CONTACT	TERM #	CURRENT TERM (begin/end in September)
Tira Adelman	Extension Foundation	Ex-officio	tiraadelman@extension.org (828) 260-0341	NA	NA
Darrel Armstrong	Bayer	Industry Representative	darrel.armstrong@bayer.com (636) 737-1134	1	2021-2024
Travis Cleveland	Illinois PSEP	North Central PSEP Representative	tclevela@illinois.edu (217) 244-1883	1	2019-2022
Allison Cuellar	ASPCRO	Liaison	allison.cuellar@texasagriculture.gov (512) 468-1021	1	2021-2024
Tana Haugen-Brown	AAPSE	Liaison	thbrown@umn.edu (763) 260-4423	1	2020-2023
Ann Hazelrigg	Vermont PSEP	Northeast PSEP Representative	ann.hazelrigg@uvm.edu (802) 656-0493	1	2022-2025
Tamara James	AAPCO	Liaison	tamara.james@fdacs.gov (850) 528-5336	1	2020-2023
Linda Johns	Minnesota PSEP	North Central PSEP Representative	lindaj@umn.edu (763) 767-3881	1	2020-2023
Rachel Maccini	New Hampshire PSEP	Northeast PSEP Representative	rachel.maccini@unh.edu (603) 351-3831	2	2021-2024
Katie Moore	South Carolina PSEP	Southern PSEP Representative	kcrouch@clemsun.edu (803) 417-5198	1	2018-2021
Don Renchie	Texas PSEP	Southern PSEP Representative	drenchie@ag.tamu.edu (979) 845-3849	2	2020-2023
Caydee Savinelli	Syngenta	Industry Representative	caydee.savinelli@syngenta.com (336) 209-0703	1	2022-2025
Wendy Sue Wheeler	Washington PSEP	Western PSEP Representative	ws Wheeler@wsu.edu (509) 335-4183	1	2022-2025
Mike Wierda	Utah PSEP	Western PSEP Representative	michael.wierda@usu.edu (435) 919-1270	2	2020-2023

**Executive Committee:**

**Chair:** Travis Cleveland  
**Vice-Chair:** Don Renchie  
**Secretary:** Katie Moore  
**Treasurer:** Mike Wierda

**Finance Committee:**

Mike Wierda  
 Rachel Maccini  
 Travis Cleveland  
 Don Renchie

How we  
meet our  
Mission

Printing, Distribution and Revenue sharing  
[www.npsecstore.com](http://www.npsecstore.com)



Online Course development and hosting



Tech Services (E-books, videography, virtual reality, website development, social media)

Grants and Fiduciary services

Amplifying Messages



# + Printing, Distribution & Revenue Sharing

- Pesticide Educational Resources Collaborative (PERC)
- National Pesticide Information Center (NPIC)
- Association of Farmworker Opportunity Programs (AFOP)
- State PSEPs
  - Colorado \*
  - Kansas
  - Maryland \*
  - Michigan \*
  - New Jersey
  - North Carolina
  - Oregon \*
  - South Carolina

\* State pesticide applicator manuals - over  
**\$220,000** returned as revenue share from manual  
sales to support those state PSEPs

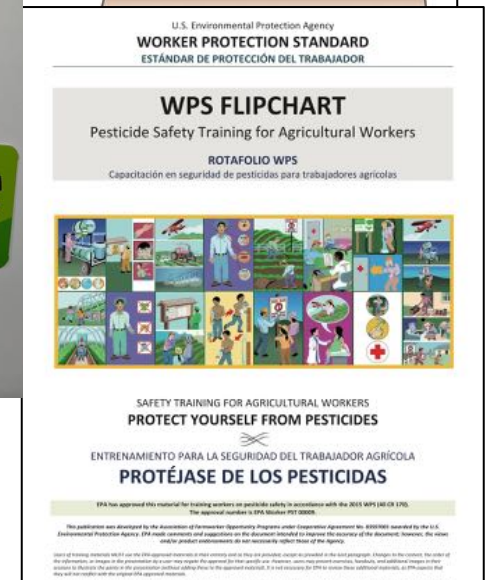
# Supporting PSEPs - Revenue Sharing



- 10% of National item sales  
(+ 10% discount on PSEP purchases)
  - AFOP
  - PERC
  - Rutgers Respirator Guide
  - NC AgroMed Respirator Flipchart
  - DE Pollinator Wheel
  - KS Spider Book

Over \$20,000 sent to PSEPs as gifts

[www.npsecstore.com](http://www.npsecstore.com)



# + Online Course Development

## Software Platforms

- Articulate Presenter
- **Articulate Rise**
- Adobe Captivate
- Adobe Animator

## Online Services

- Hosting on Extension Foundation Campus
- Database Management

Fee for Service  
*or*  
Cost recovery

[www.npsec.us/portfolio](http://www.npsec.us/portfolio)

# + Amplifying Messages



## Extension Foundation NTAE grant

targeted messaging about pollinators and pollinator education using mass media, including radio and digital resources to reach over 3 million people per day in Texas for 6-weeks



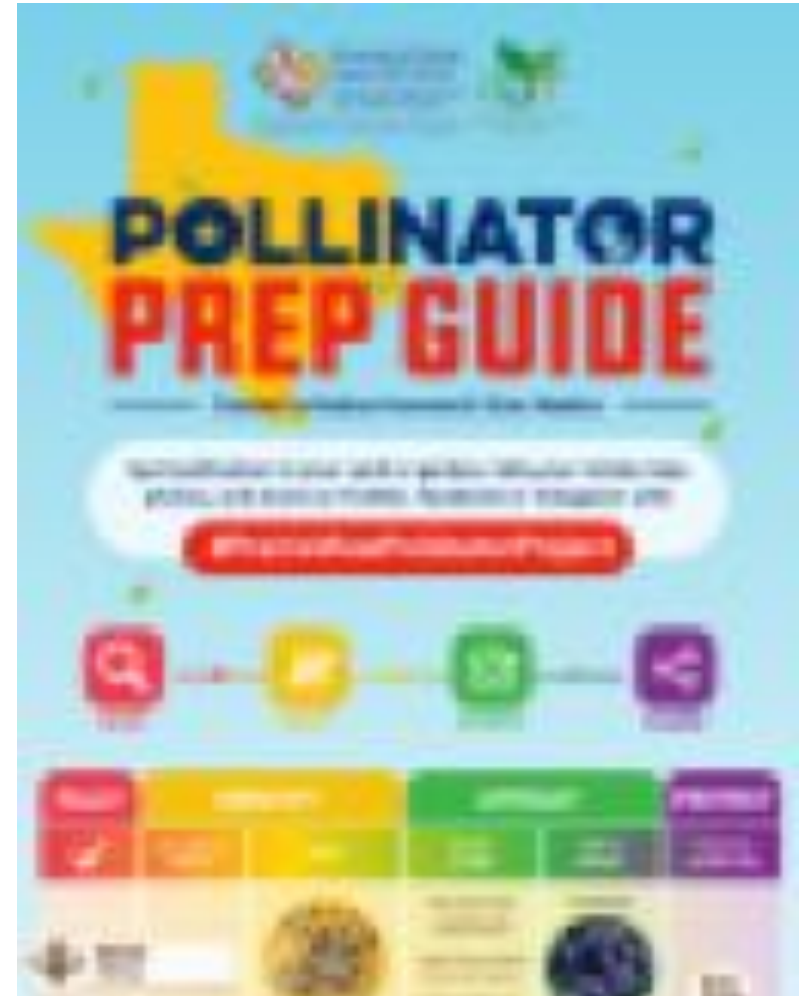
PRAIRIE VIEW  
A&M UNIVERSITY  
COLLEGE OF AGRICULTURE  
AND HUMAN SCIENCES

Cooperative Extension Program



Agriculture and Natural  
Resources

[agnearme.com](http://agnearme.com)





# Free Services for PSEPs

- Adobe Stock images and video [npsec.us/adobe-stock](https://npsec.us/adobe-stock)
- Assist PSEPs to create course shells and load online courses to the Extension Foundation Campus platform
- Heat maps and other graphics for PSEP publications & presentations

Contact NPSEC: [tomsmith@npsec.us](mailto:tomsmith@npsec.us) (517) 202-3019

# Summary: NPSEC's Role

- Serve and Support extension PSEPs
- Facilitate and Incentivize **Collaboration** with a diverse group of stakeholders
- Interface with universities, government and the private sector without the institutional barriers

**Values:**  
**Inclusive, Transparent, Supportive, Responsive**