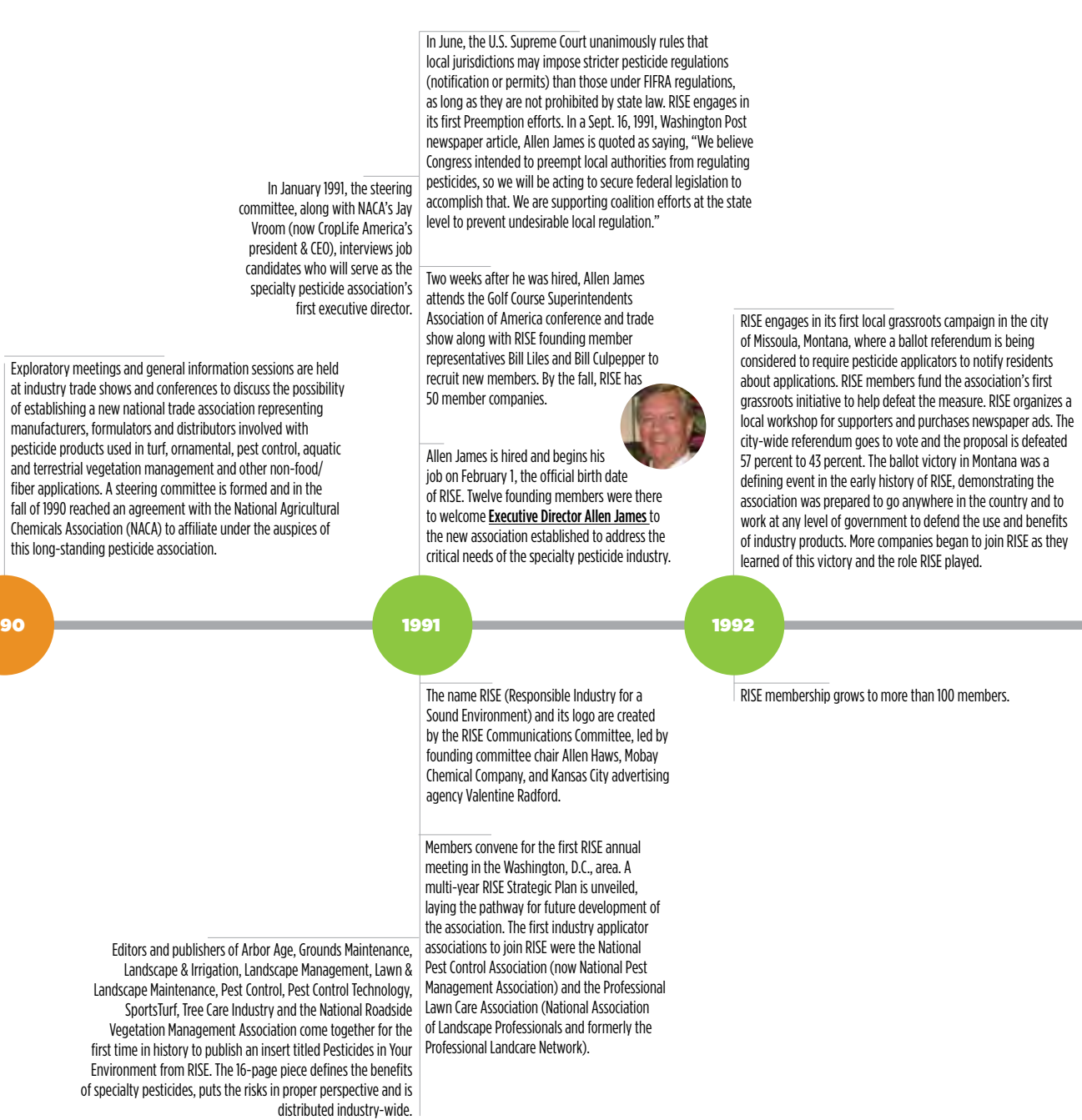




RISE History & Milestones

As RISE celebrates its silver anniversary as the national trade association representing manufacturers, formulators, distributors and other industry leaders involved with specialty pesticide and fertilizer products, we look at the history and milestones that made the 25-year-old organization what it is today.



Funding from RISE helps establish the Environmental Sensitivities Research Institute to support sound scientific and medical research related to environmental intolerance issues (multiple chemical sensitivity), and to compile and disseminate information on such issues.

In cooperation with the U.S. Environmental Protection Agency, National School Board Association, National Pest Management Association and Professional Lawn Care Association of America, RISE develops an IPM in Schools kit, mailed to more than 16,000 school districts. The mailing includes the EPA's Pest Control in the School Environment: Adopting Integrated Pest Management booklet.

RISE takes part in the Garden Writers Association of America annual meeting and trade show held in Crystal City, Va., and becomes an associate member of the group.

1993

Allen James and member company representatives participate in the association's first presidential inaugural ball activities, which are for President Bill Clinton, the 42nd President of the United States.



RISE hires consultants to assist with federal advocacy and public relations. **David Crow**, founder of D.C. Legislative & Regulatory Services, and Angela Bendorf Jamison, with Valentine Radford, who later opens the firm Communicopia Marketing Services, Inc.

Consumer media outreach begins. Letters and rolodex cards with RISE contact information are sent to Washington, D.C., Inside-the-Beltway media contacts.

A series of syndicated news releases (MAT releases) are written and distributed to mid-to small-sized newspapers across the country.

1994

RISE develops an online media resource center WestNileVirusFacts.org for West Nile virus when the mosquito-borne disease first arrives in the U.S. Over the next few years, RISE becomes a leading resource for responsible information about WNV, with Allen James providing numerous interviews, articles and appearances on the topic.

The February 1999 issue of American School & University magazine publishes the RISE article, "A Bug's Life – Through integrated pest management, schools can help provide a safer and healthier environment for students and staff."

The Food Quality Protection Act (FQPA) is unanimously passed by Congress and signed into law by President Clinton. It substantially changes the way pesticides are scientifically evaluated before the Environmental Protection Agency (EPA) registers them for use. The law requires a third of existing food tolerances be re-evaluated for risk using a much stricter set of standards by August 1999. All chemical tolerances (more than 9,000) must be reassessed in 10 years. RISE is influential in securing the definition of integrated pest management (IPM) in the law, which is "a sustainable approach to maintaining pests by combining biological, cultural, physical, and chemical tools in a way that minimizes the economic, health and environmental risks."

1995

The School Environment Protection Act bill is first introduced in Congress requiring schools to implement IPM programs that use only the "least toxic" pesticides and use conventional pesticides only when least toxic methods fail. The definition of IPM in the bill is contrary to the definition in the Food Quality Protection Act of 1996. RISE opposes the bill and issues a statement on the serious health threats that children face in schools and the importance of having pesticides available as a tool in an effective IPM program. The bill never becomes law, despite being introduced every Congressional session since 1999.

The Formulator Work Group becomes a RISE committee. They organize the first "Head Start" Regulatory Workshop in which EPA officials led more than 50 workshop participants through the basics of pesticide registrations.

1996

RISE adds to its grassroots capabilities, creating a Local Issues Plan of Action to strategically address pesticide bans and restrictions on the local level. Applicators are encouraged to alert RISE of pesticide issues taking place in their communities. The RISE Governing Board identifies top issues as Children's Health and Water Quality. Top cities where activities threaten the use of pesticides are Seattle, Wash.; Eugene, Ore.; Portland, Ore.; Orange County/Los Angeles, Calif.; San Francisco, Calif.; Suffolk County, N.Y.; Buffalo, N.Y.; Madison, Wis.; Albany, N.Y.; and Carrboro, N.C.

The Los Angeles Unified School District (LAUSD) adopts an IPM plan which will regulate the use of chemicals and make non-chemical methods of pest control the first choice for use at the District's 661 school campuses. The policy also requires LAUSD to notify parents and staff in advance of the application of any chemical.

RISE sponsors the first week-long Horticulture & Turfgrass Study Tour for urban Cooperative Extension agents from across the United States who are members of the National Association of County Agricultural Agents (NACAA). The tour is established because many of the agents who provide advice to urban pesticide users were trained in agriculture and had little experience with urban pest issues. Tours are held in various U.S. metro areas every year through 2003.

Pestfacts.org, the new RISE website, is launched providing facts about pests, tips on how to use pesticides responsibly and links to member company websites. The new website is introduced during the RISE annual meeting in Beaver Creek, Colo. — the first one held in the western United States.

RISE is part of Read the Label First, a U.S. Environmental Protection Agency's Consumer Labeling Initiative launched as a government-industry-public partnership. It was designed to improve product labels so that they are easier for consumers to understand; help consumers become more aware of product labels and the information they contain; give consumers better tools for understanding label information; and encourage consumers to consistently and thoroughly read consumer product labels before purchase, use, storage and disposal.



1998

RISE exhibits at the National School Board Association Conference attended by state school boards associations and more than 90,000 local school board members.

The Children's Health Act of 2000 reaffirms the FQPA definition of IPM. The law states that "integrated pest management" means an approach to the management of pests in public facilities that combines biological, cultural, physical, and chemical tools in a way that minimizes economic, health and environmental risks."

On June 8, EPA Administrator Carol Browner, under the Clinton-Gore Administration, announces the elimination of home and garden uses of Dursban (chlorpyrifos) insecticide.

A Pests are the Problem media campaign is launched with reasons why pesticides must remain viable tools for control of insects, weeds and vermin. Media kits were sent to magazines and newspapers as well as meteorologists to share with viewers during weather forecasts.



In 1999, the association begins its long relationship with **Dr. Jerome Goddard**, who speaks about the "Impact of Pests on Human Health" during a Termite Media Tour in New Orleans. Dr. Goddard will lend his expertise to later campaigns for West Nile virus and children's health.

A RISE staff position is added to focus on fertilizers and plant health issues as formulator members who produce combination products for the consumer market are impacted by regulations and restrictions on fertilizer use.

Grounds Maintenance magazine publishes Questions and Answers about Pesticides, a supplement that includes questions most commonly asked of RISE and its members.

2001

On March 12, the 9th U.S. Circuit Court of Appeals decision on *Headwaters Inc. et al. v Talent Irrigation District* creates uncertainty as irrigation districts, water agencies and vector control programs stopped using aquatic pesticides and mosquito control products because the ruling may require that users secure permits under the National Pollution Discharge Elimination System program. Repercussions were immediately felt by those who rely on aquatic pesticides to maintain water efficiency or protect resources and public health.

RISE creates a CD-ROM containing information about RISE and specialty pesticides and distributes it to garden writers and environmental journalists.

The Children's Health Act of 2002 reaffirms the FQPA definition of IPM authored by RISE. With many state and local efforts trying to exclude pesticides from IPM, it is significant that a second federal law codifies a balanced approach to pest management.

2002

A federally funded study by the National Cancer Institute on possible links between pollution and high rates of breast cancer on Long Island failed to show any connection between the disease and pesticides that were once used on the island.

RISE convenes a children's health task force to create *Pest Threats: A Resource for Decision Makers*. The Pest Threat educational materials are distributed nationally with the support of the Annapolis Center to all school superintendents, public health officials and their associations, school nurses and their associations, allergy and asthma associations, and all members of Congress.

Counterpart regulations to streamline the assessment and process that the National Marine Fisheries Services — in consultation with the EPA — uses to identify potential pesticide effects on endangered species become effective.

The Pesticide Registration Improvement Act (PRIA) of 2003 improves the predictability and speed of the pesticide registration process by requiring applicants to pay specific service fees to the EPA for processing registration requests.

RISE undertakes a campaign to pass state fertilizer preemption. Six states adopt fertilizer preemption as a result of these advocacy efforts.

The Southwest Technical Resource Center (SWTRC) for Integrated Pest Management (IPM) receives a grant for \$5,000 from RISE to continue its School IPM Pride Award program for the third consecutive year. SWTRC was established through a grant from the EPA to promote awareness of pest management techniques and provide technical support to schools and childcare facilities in Texas, Oklahoma and New Mexico. The IPM Pride Award, given annually by the center, recognizes public school districts for outstanding pest management efforts in their attention to student and faculty safety, health and proper methods of pest control. The grant from RISE enables first, second, and third place cash awards to be given to schools practicing exemplary IPM techniques.

The Turf & Ornamental Communicators Association names RISE's Allen James the Environmental Communicator of the Year — the fifth person honored with this award given annually to an active green industry member for outstanding efforts in communicating the benefits of environmental stewardship to a particular audience within the turf and ornamental industry.



The California West Nile Virus Grassroots Mobilization plan is implemented by RISE, its California members, state alliance groups and other interested stakeholders who want to protect public health and minimize the threat of WNV through the safe and responsible use of mosquito control products. The group creates a plan of action and the necessary tools to address the responsible use of mosquito control products, monitor local government activities and stay ready to mobilize a grassroots network when necessary. A listserv is created and a website resource specifically for the team. The team is mobilized in August when the town of Fairfax, Calif., discussed lifting a 3-year-old pesticide ban to allow mosquito control applications by the mosquito control district.

The RISE Consumer Work Group is created to address the challenges specific to the consumer retail pesticide and fertilizer markets as big box hardware and retail stores are being asked to stop the sale of weed and feed and other pesticide products due to "hazards and environmental pollution."

The first RISE Issues Breakfast is held at the Golf Course Superintendents Association of America conference and trade show in Orlando, Florida. Superintendents are invited to the early-morning breakfast.

The EPA's Endangered Species Protection Program for pesticides is finalized; however, Counterpart Regulations are not fully implemented due to lawsuits alleging that EPA's methodology for assessing risks to endangered species is inadequate.

2003

RISE partner National Organization of African Americans in Housing (NOAAH) and its Executive Director Kevin Marchman release Report on Environmental Health Hazards in the Nation's Low Income Housing Stock as part of the organization's 2003 Healthy Homes Initiative that shows the important role pesticides play in creating healthy and safe homes and communities.

A national media campaign about West Nile virus is launched with a consumer survey of American's perceptions of WNV. A video news release titled "West Nile Virus: Is Your Family at Risk?" is created featuring Dr. Kimberly Thompson, a risk analysis specialist with the Harvard School of Public Health and distributed to broadcast media.

The discussion to use pesticides for mosquito control takes center stage on CNN when Allen James appears with Jay Feldman of Beyond Pesticides on the cable news segment. B-roll from the RISE video about West Nile virus is also shown.

An electronic newsletter distributed to Extension agents who have pest control and/or horticulture responsibilities and need information about consumer use and professional application of pesticides and fertilizers is launched under the name PestFacts News.

Canadian activists begin using the term "cosmetic use," defining it as using pesticides for "non-essential or cosmetic purposes," calling for bans on lawn and garden products.

2004

The Western District Court of Washington grants interim injunctive relief to the Washington Toxics Coalition et al that filed a 2001 suit against the EPA alleging the agency had failed to consult with the National Marine Fisheries Service on whether certain pesticides posed jeopardy to 26 federally listed endangered and threatened Pacific salmon and steelhead. No-use buffer zones around Salmon Supporting Waters in Washington, Oregon and California were imposed for pesticides containing seven named active ingredients. The Court also orders EPA to develop point of sale notification with specified text and a prominent graphic. Pesticide manufacturers, distributors and pesticide users were ordered to distribute point-of-sale notification to retail outlets in Washington, Oregon and California.

2005

Specialty pesticide use regulations are proposed by non-government organizations in U.S. communities as well as at the state level, emboldened by such bans in Canada. RISE promotes the benefits of maintaining healthy turf, flowers and trees and people's personal rights to do so.

A grassroots communications plan is developed for Connecticut when lawn and turf pesticide use regulations are proposed at the state level. This was one of the first pilot projects to keep regulations and bans from occurring on the local/county/state level and marked the start of a 10-year investment in supporting grassroots in Connecticut.

Karen Reardon joins RISE as director of communication, arriving from its sister organization CroPLife America.



Debug the Myths, which transformed the association's advocacy model to positive and proactive, is launched as the industry faces an ever-increasing number of policy and regulatory challenges and opportunities. RISE members invest more than \$1 million to share messages about the industry and its products with the goal of engaging consumers in discussions across all levels of government to positively influence public policy. The focus of the inaugural year's activities includes a 1,200-mile East Coast road show in which a giant green RV traveled from Florida to New York to raise awareness about the benefits that pesticide and fertilizer products bring to people and communities. A new debugthemylths.com website is launched along with a YouTube channel and Facebook page. A children's book "What's Bugging You" was written by children's author Ray Bial with a companion lesson plan for pest investigation and a partnership was begun with Boys and Girls Clubs, and parks and recreation departments. Within the first year, Debug the Myths put RISE in the midst of the conversation about the benefits and value of specialty pesticides and fertilizers, garnering the most TV, print and web media coverage ever received by RISE, and demonstrated the value of proactive and positive communication as an advocacy asset.

As the year begins the association and its partners have successfully passed fertilizer preemption laws in 15 states during the prior six years to ensure uniform state fertilizer laws.

The 2008 Farm Bill, known as the Food, Conservation and Energy Act of 2008, again reaffirms the definition of IPM. It states that IPM is "a sustainable approach to managing pests by combining biological, cultural, physical and chemical tools in a way that minimizes economic, health and environmental risks."

A Phosphorous, Urban Runoff and Aquatic Weeds brochure is created to discuss the benefits of turf and importance of phosphorous in healthy turf management. It was distributed to assist local and state government officials in making informed decisions as they consider options for turf management and water quality.

During its 17th annual meeting in New Orleans, RISE members take time to help restore Longue Vue House and Gardens damaged by Hurricane Katrina. Working under head gardener Amy Graham during an afternoon of weeding and replanting, RISE volunteers help bring the historic home built in 1933 back to its original beauty.

EPA begins the systematic re-evaluation of all pesticides as required by amendments to the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) of 1996 and 2007. It must complete a 15-year cycle of pesticide registration review by 2022 to ensure that registered products meet current regulatory requirements.

The Governing Board begins discussion and investment to transform how the association manages issues and communicates with policy makers and consumers. They vote unanimously to fund a research-based and targeted outreach program.

The Pesticide Registration Improvement Renewal Act (PRIA II) is enacted. It reauthorizes and revises fee provisions set in PRIA I, set to expire in 2008.

As a way to remind consumers to select the right products and use them properly, RISE implements the Choose Right—Use Right Consumer Campaign using educational signage at point-of-selection. RISE created a set of English and Spanish educational pieces for consumers and worked for two years with large format retailers, independent hardware stores and nurseries to place the pieces.

2006

RISE creates the group Friends of Dane County Lakes in Wisconsin and succeeds in convincing the county to allow aquatic herbicide spraying to save its lakes as part of a large-scale demonstration project.

Increasing its investment in grassroots activities, RISE hires a grassroots manager to grow the national grassroots network and expand its program.

Shelf tags are created describing best practices for lawn and garden pesticide and fertilizer use by consumers and are posted by Home Depot and Lowes in stores in California, Florida, Hawaii and New York State.

2007

RISE creates its first 30-second television ad and 60-second radio spot that air on garden shows in the greater Washington, D.C., and Baltimore areas reaching an audience of more than 35 million people. Titled "Just Two Minutes," the ads explain it only takes two minutes to read the directions on products you use to control weeds and pests.



The association convenes a panel of veterinarians and veterinary toxicologists to develop a brochure Veterinarians Talk Frankly About: Pests, Pesticide Safety and Pets to address the growing discussion around lawn care products and pets.

2008

The 318-page book "Water Quality and Quantity Issues for Turfgrasses in Urban Landscapes" is published. Evolving from a three-day workshop of paper presentations and active discussions by turfgrass researchers, environmental specialists and water industry managers, the publication is funded by RISE members and others.

The association partners with The American Society for the Prevention of Cruelty to Animals (ASPCA) Animal Poison Control Center to create the educational brochure A Beautiful Green Lawn Should be a Haven for Pets.

2009

A Sixth Circuit U.S. Federal Court panel's decision vacated the EPA's National Pollutant Discharge Elimination System (NPDES) Final Rule for aquatically applied pesticides. This Final Rule says that an NPDES permit is not required for pesticide applications when applied directly to water to control pests and when pesticides are applied to control pests that are present over or near water where a portion of the pesticide will unavoidably be deposited in the water in order to target pests. As a result of this decision, NPDES permits have been required for applications of pesticides to, over and near water, primarily for aquatic, mosquito and forest canopy uses since October 31, 2011. The Reducing Regulatory Burdens Act, advocated by RISE, first passed the House of Representatives on March 31, 2011. It would have specified that NPDES permits are not needed for any applications of EPA registered pesticides. The bill passed through the House of Representatives every Congress for the past several years, but never through the Senate. RISE continues to push for this legislation to be signed into law.



The Debug the Myths Road Show moves west to California with activities in Fresno, Modesto and Sacramento. Landscape professionals and other local businesses helped provide local Boys & Girls Clubs with labor, plants and other materials. Educational sessions were held at local independent retailer, Orchard Supply, teaching consumers about numerous topics including mosquito and tick control, and how to read product labels as a first step to selecting the right product. A behind-the-scenes tour of the Sacramento River Cats baseball grounds keeping practices for local media provided insight on how homeowners can use the same practices to keep their lawns healthy, green and weed-free.

The E. Allen James Leadership Award is established to honor an individual whose outstanding contributions to the specialty pesticide and fertilizer industry and RISE association activities epitomized the essence of the first RISE President Allen James. (See list of winners on last page of this document.)

The RISE Grassroots Excellence Award is created to recognize outstanding work by an individual or group to affect policy and opinion through grassroots action. (See list of winners on last page of this document.)

In June, **Aaron Hobbs** is named president of RISE, taking over the association's leadership position following the retirement of Allen James. Hobbs served as the association's president-elect from May 1-Aug. 31, and was the RISE director of legislative affairs and grassroots outreach since March 2009.



The United States Department of Agriculture and EPA release a comprehensive Report on the National Stakeholders Conference on Honey Bee Health. It summarizes findings from a conference held in 2012 that brought together beekeepers, scientists, representatives of conservation groups, beekeeping supply manufacturers, commodity groups, pesticide manufacturers and government representatives to discuss potential solutions for improving honey bee health. The report identifies the Varroa mite as the "single most detrimental pest of honey bees."



Karen Reardon becomes the first to hold the newly created position of vice president at RISE, becoming vice president of public affairs.

RISE participates for the first time in New England Grows, a leading commercial horticulture and green industry trade show and conference.

The association begins its largest grassroots effort ever in Montgomery County, Md., to stop Bill 52-14, which would ban the use of lawn and garden products on private and county property.

In June, President Obama issues a memorandum establishing a Pollinator Health Task Force, co-chaired by USDA and EPA, to create a National Pollinator Health Strategy that promotes the health of honey bees and other pollinators (including birds, bats, butterflies and insects).

RISE delivers its pollinator petition to the White House Council on Environmental Quality. The petition urges President Obama to protect pollinators by creating more habitat and forage areas, and by considering all sources of information and contributors into the pollinator health issue. Nearly 600 concerned citizens from across the United States sign the petition.

RISE commemorates its 25th anniversary during a celebratory dinner on Monday, Sept. 29, at the RISE and CropLife America annual meeting in Orlando, Fla.

Aaron Hobbs joins the national pesticide and pollinator discussion, appearing on the National Public Radio's The Diane Rehm Show and To the Point programs.

The RISE Grassroots Network grows to more than 6000 people, advocating across all levels of government – local, state and federal – to bring positive messaging and local engagement to the forefront of the policy conversation.



The RISE Governing Board and Strategic Oversight Council create a new mission and vision for the association along with a five-year 2020 strategic plan.



President Barack Obama and EPA Administrator Lisa Jackson announce the establishment of the Chesapeake Bay Total Maximum Daily Load (TMDL) that sets enforceable nutrient reduction limits. RISE works with the Chesapeake Bay states to prevent new fertilizer laws from establishing onerous restrictions on the use of specialty fertilizer.



The Pesticide Registration Improvement Extension Act (PRIA 3) of 2012 becomes law, reauthorizing PRIA, creating a pesticide registration tracking system, additional resources for other registration information technology improvements and other process changes intended to reduce due date renegotiations.



The first Industry Issues breakfasts are held for members and their customers at NPMA PestWorld and the OFA Short Course, which will become Cultivate.

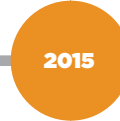


RISE completes the work of fully integrating the tools of public relations into all aspects of its advocacy.

New trade magazine ads for print and online websites feature a grassroots gnome and a call for action for applicators to get involved with RISE on local issues impacting the availability of the products they count on.



RISE expands its presence in the social media world by establishing a new handle on Twitter and Instagram @pestfacts to better communicate with RISE members and member company employees. During the RISE annual meeting, the hashtag #RISEAM is established along with a selfie contest using the hashtag #RISEIfie.



RISE continues to push for state fertilizer preemption and oppose local fertilizer ordinances. To help its members better understand existing laws, RISE conducts an analysis of state fertilizer laws and county fertilizer ordinances in Florida. The RISE Fertilizer Work Group engages in meetings of the American Association of Plant Food Control Officials and its new phosphorus work group.



RISE Governing Board Chairpersons 1990-2015

- 1990-1991 **Bill Liles**, CIBA-GEIGY
- 1991-1992 **Bill Culpepper**, DowElanco
- 1992-1993 **Peter Machin**, The Andersons, Inc.
- 1993-1994 **Scott Johnson**, Rhone-Poulenc Ag Company
- 1994-1996 **Jan Novak**, Monsanto Company/The Solaris Group
- 1996-1997 **Dick Holzschu**, Dow Elanco
- 1997-1999 **Jim Champion**, Riverdale Chemical Company
- 1999-2001 **Keelan Pulliam**, Zeneca, Inc./Syngenta
- 2001-2003 **Laurie Treu**, Crompton Corporation/Uniroyal Chemical Company
- 2003-2004 **Elin Miller**, Dow AgroSciences, LLC
- 2004-2005 **Dan Untiedt**, MGK
- 2005-2007 **Steve Briggs**, BASF Corporation
- 2007 **Chris Donaghy**, Residex Corporation
- 2007-2009 **Josh Weeks**, Bayer Environmental Science
- 2009-2010 **Dan Rosenbaum**, FMC Corporation
- 2010-2012 **Dave Morris**, Dow AgroSciences, LLC
- 2012-2014 **Steve Gullickson**, MGK
- 2014-Today **Dan Stahl**, OHP, Inc.

RISE Award Recipients

E. Allen James Leadership Award

- 2009 **Allen James**, RISE
- 2010 **William Culpepper**, SePRO
- 2011 **Jim Armbruster**, PBI/Gordon Corporation
- 2012 **Bill Liles**, CIBA-Geigy

Grassroots Excellence Award 2012 Connecticut Environmental Council

- 2013 **Chris Heath**, John Deere Landscapes and **Paul Seigny**, Mainely Grass
- 2014 **Mark Schlossberg**, Pro-Lawn-Plus, Inc.