Dear EEA Members,

My name is Kris Irwin and I am honored to serve as the president of the Environmental Education Alliance (EEA) for the 2013-14 term. As your president, it is my responsibility to lead and guide the organization, and to ensure that the organization remains fiscally sound. I will strive to lead with vision, guide with wisdom, and manage through engagement and cooperation.

The mission of the Environmental Education Alliance of Georgia is to promote communication and enrichment among professionals in the field of environmental education through partnerships, initiatives, and access to knowledge and experiences. At this year’s Planning Retreat (Aug. 2-3, 2013) held at beautiful Rock Eagle 4-H Center, the Board was challenged to develop a plan of work with attainable outcomes while keeping within the bounds of our mission. The Board agreed we should focus our efforts this coming year on three objectives: Increase external funding, donations, and major gifts (support initiatives); Increase membership (promote communication); and Increase the usability of the EEA website and database (access knowledge).

EEA is thriving and vibrant because our members are passionate about the field and profession of environmental education. We have a lot of work ahead of us, but I am confident we will succeed because EEA is blessed to have talented and dedicated members who work hard and are making a difference.

While the Executive Committee and Board of Directors are working on the front lines, we need your support. I invite you to get involved with EEA this year; we have committees you can serve on, and events and adventures to attend. If you like to volunteer, consider offering your time to help with our annual conference. This year we will convene at Rock Eagle 4-H Center. If you are seeking professional development, enroll in the Advanced Training for Environmental Education in Georgia (ATEEG). To learn more about EEA, becoming a member, or to find out when the next professional development event is scheduled go to www.eealliance.org.

The EEA is your non-profit EE organization, and we are growing EE in Georgia. I invite you to join us and become an active member to help shape and grow the organization. I encourage you to take full advantage of all that EEA has to offer.

Feel free to contact me (president@eealliance.org) if you want to share thoughts and ideas about how we can move EEA forward. I am excited about the upcoming year and look forward to seeing you all at our EEA events.

Sincerely,

Kris M. Irwin
EEA President
This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers. A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product. You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short. Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

**BY THE NUMBERS**

- **6 MEMBER EVENTS**
- **9 ATEEG GRADUATES** 51 current participants
- **15 POLLINATOR HABITATS** certified through Monarchs Across Georgia
- **658 FACEBOOK “LIKES”** 34% increase from 2011
- **1462 VOLUNTEER HOURS DONATED**
- **$12,826 NET INCOME entering 2013-2014**

**FINANCIAL OVERVIEW**

**INCOME**

- Fundraising & Donations $5,243 (6.6%)
- Merchandise Sales $8,402 (10.6%)
- Annual Events $46,782 (59%)
- Grants $10,432 (13.2%)
- Memberships $5,885 (7.4%)
- Other $2,556 (3.2%)

**TOTAL INCOME** $79,301

**EXPENSE**

- Grants & Donations $3,750 (5.6%)
- Merchandise $4,516 (6.8%)
- Administration $11,408 (17.2%)
- Contract Employees $18,062 (27.2%)
- Annual Events $28,730 (43.2%)

**TOTAL EXPENSE** $66,454

**COMMITTEE ACCOMPLISHMENTS**

- Advanced Training for Environmental Education in Georgia (ATEEG) was awarded grants from SEAA ($4800) and TERN ($1500). In December 2012, it received accreditation from NAAEE, the first state program to do so.
- Annual Conference was held in Athens, Georgia, and focused on the role of technology and social media in educating generations Y and Z.
- Council of Outdoor Learning (COOL) hosted the Outdoor Learning Symposium and gave out 2 $500 mini-grants for outdoor classrooms.
- Current Issues focused on advocacy at the Georgia DOE by supporting the development of a statewide Environmental Literacy Plan and through NAAEE initiatives.
- EEA Store raised $1941 for teacher scholarships by selling eco-friendly and fair trade items at events.
- Fundraising raised $3636 through corporate and individual giving.

- **Member Services** offered 6 member events and expanded EEA’s membership levels to include non-profit and corporate levels.
- **Monarchs Across Georgia (MAG)** offered 3 Monarchs in the Classroom curriculum workshops and awarded 5 $750 pollinator habitat grants. $500 was raised for the Mexico Book Project, used to purchase 70 books for schoolchildren in Mexico. The Pollinator Habitat Certification sign was redesigned.
- **Public Relations** published 3 newsletters (The Link), sent out monthly E-News to members, and updated EEA’s promotional materials.
- **Volunteer Management** created an online orientation and registration for prospective volunteers. 27 active volunteers were recognized in April.
- **Website and Database Management** continued to serve members and visitors with up-to-date information on EEA’s initiatives and offered online registration for events.
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Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols. Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

Selecting pictures or graphics is an important part of adding content to your newsletter. Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing. Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field. You may also want to note business or economic trends, or make predictions for your customers or clients.

TICKED OFF INSIDE STORY HEADLINE

TO CATCH THE READER’S ATTENTION, PLACE AN INTERESTING SENTENCE OR QUOTE FROM THE STORY HERE.

TICKED OFF INSIDE STORY HEADLINE

THANK YOU, SUPPORTERS!

DONORS Jo Adang • Laura Aikens • Kim Bailey • Phil Bane • Melanie Biersmith • Diane Burgoon • Emily Cantorwine • Christina Caruso • Vicki Culbreth • Deron Davis • Ginny Elliot • Donna Gast • Wilma Gibson • Joseph Giunta • Kyrisia Johnson • Marilyn Johnson • Christine Lauer • Jennifer McCoy • Barbara McDonald • Andrea Ness • Brendan Nordgren • Kristen Pettillo • Ashley Potter • Keri Powell • Michelle Rice • Christine Robie • Elizabeth Royeton • Aaron Schwartz • Mary Shanks • Jennifer Smith • Sarah Spies • Kitty Spivey • Naomi Thompson • Karan Wood • And everyone who gave anonymously!

ADVISORY BOARD Kim Bailey • Becky Champion • Deron Davis • Marci Desart • Karen Garland • Peter Gordon • Claire Hayes • Jerry Hightower • Kim Kilgore • Monica Kilpatrick • Carol Lambert • Jennifer McCoy • Kim Morris-Zaneke • Kitty Spivey • Mary Terry • Andrea Timpone • Amy Waite • Lisa Weinstein • Karan Wood

PARTNERS Environmental Protection Agency • George M. Brown Trust Fund of Atlanta • Georgia Environmental Protection Division • Murray H. Gaskins Community Fund • Stone Mountain Memorial Association • Southeast Environmental Education Association • Turner Foundation • United States Fish and Wildlife Service

Environmental Education Alliance of Georgia • www.eealliance.org
Monarchs Across Georgia (MAG) is proud to partner again this year with the U.S. Fish & Wildlife Service to offer Pollinator Habitat grants. $850.00 grants are available to schools, businesses, and organizations that create or enhance outdoor pollinator habitats within the state of Georgia and fulfill the specific requirements of the MAG Pollinator Habitat Certification program.

The project must include an educational component (signage, brochure, program, outreach, etc.) regarding pollination and promote our Certification program. Applications are available online only to EEA members. Additional details, plant lists, garden designs, and an offline application template and scoring rubric can be found at Pollinator Habitat Grants. The application deadline is November 15, 2013. Grant recipients will be notified in December and funds distributed in January 2014. Final reports will be due June 15, 2014.

Last year MAG awarded five $750.00 grants through this program. Each recipient organization was unique in their partners, project plans, and methods but all established certified habitat and are educating their audiences about the importance of the pollinators!

- Cane Creek Farm in Cumming is an organic teaching farm that offers a CSA (Community Supported Agriculture) plan, Organic Growing Classes for adults, and a summer youth Farm Camp. The pollinator garden was installed in front of the farm store where CSA members and market customers pass each week. Pollinator plant lists, garden designs, and Certification program information is available inside the store. Farm camp featured a whole day devoted to pollinators with collections, identification, songs, games and crafts.

- The Sawnee Mountain Preserve pollinator garden was designed and installed by Forsyth County Master Naturalists. Located just outside of the Preserve’s Visitor Center in Cumming, the colorful blooms and pollinator activity spark the interest of guests. Inside the building a display that includes literature regarding the importance of pollinators and their habitats, field guides for the identification of local butterflies and caterpillars, and information about the Certification program are available for reading and use onsite.

- Smoke Rise Charter located in Stone Mountain initially proposed a 100 square foot addition to their existing garden in front of the school but with plant donations, the addition of pathways for easier access, and volunteer manpower, the dimensions expanded to 900 square feet. Rearing cages for bringing caterpillars inside the classroom for closer observation as well as hands-on training for teachers were included in the plan. The school website houses garden lessons, correlations to grade level standards, and information about local butterfly species.

- Milford Elementary School in Marietta wanted to refurbish and revitalize an existing raised bed garden for pollinators. Staff and parent volunteers worked on the reconstruction; the third grade garden crew and Osborne High School horticulture class students planted this garden. Signage based on the U.S. Forest Service Interpretive Panels provides perpetual instruction about the purpose of the garden and the role of pollinators in our world.

- Science Club members at The Champion School in Stone Mountain weeded, amended the soil, and installed host and nectar plants in two existing 4’ x 16’ raised beds. The culminating event after months of labor and research was an Open House to introduce the garden to other students, school staff and the community. Garden tours and learning stations on topics such as hummingbirds, bees, pollination, and parts of a plant were enjoyed by an estimated 350 people during the two-day extravaganza.
**Ticked Off!**

By Linda May

As an EEA member, you no doubt enjoy spending time outdoors and are looking forward to a beautiful fall season. With a little knowledge and preparation, you can prevent unwanted blood-sucking arachnids from joining you.

Moderate temperatures and steady rains meant no shortage of ticks this year. Five species may be encountered in Georgia: the Lone Star tick (the most common), black-legged or “deer” tick, American dog tick, brown dog tick, and Gulf Coast tick. Eight-legged adults and six-legged larvae (seed ticks) can transmit disease, but not all ticks are carriers. Rocky Mountain spotted fever is the most common tick-borne disease in our state. Less common are Lyme disease, ehrlichiosis, and Southern tick-associated rash illness (STARI). If discovered within a few weeks of the bite, these diseases can be treated with antibiotics. However, if undetected or left untreated, you may experience chronic symptoms such as fatigue, muscle and joint pains, and autoimmune disorders.

Tick prevention is the key. DEET and permethrin are effective repellants but should be used with caution. If you prefer to go chemical-free, wear light-colored clothes so you can see any ticks crawling on you and promptly brush them off. Tuck shirts into pants and pant legs into socks. Some people even wrap duct tape around their ankles — not fashionable, but effective.

Since ticks hang out in vegetation and wait for a host, you can prevent hitchhikers by staying on trails. While ticks do not jump or drop from trees, a hat can keep them out of your hair if your head touches a branch.

If a tick is attached, remove it as quickly as possible but resist the temptation to pull it off with your fingers. You could accidentally squeeze pathogens into your body or leave the tick’s head attached. Also refrain from “home remedies” like covering the tick with petroleum jelly, nail polish, or alcohol. Rather than making the tick back out, these practices actually cause it to defensively regurgitate infected fluids into you. Proper tick removal may be achieved by using fine-tipped tweezers or a specialized tick remover like Ticked Off™. If using tweezers, grasp the tick at the skin’s surface and pull upward with steady, even pressure. Be careful not to twist or jerk the tick, as doing so may cause the barbed mouthparts to break off in your skin. A less risky device is the Ticked Off™ tick remover (only $4.25 each in the EEA Store, so stop by during OLS in October!). Shaped like a small spoon with a beveled V-notch, Ticked Off™ fully removes any size tick. Simply hold the spoon vertically with the V-notch lined up with the tick’s head. Keeping the skin taut, slide the spoon forward to remove the tick.

While successfully removing a tick is cause for celebration, don’t stop there. Be sure to clean the bite area with soap and water, rubbing alcohol, or an iodine scrub. To help control itching, a variety of topical ointments are available. Pain-relieving antiseptic sprays like Bactine also help prevent infection. In some cases, antibiotics are re-

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*For more information on ticks, see:*

CDC – Ticks: [www.cdc.gov/ticks](http://www.cdc.gov/ticks)
Georgia Tick Identification: [http://health.state.ga.us/epi/vbd/tick.asp](http://health.state.ga.us/epi/vbd/tick.asp)
Ten Tips to Avoid Tick Bites: [http://insects.about.com/od/insectpests/a/avoidticks.htm](http://insects.about.com/od/insectpests/a/avoidticks.htm)
Tick Myths: [www.tickedoff.com/myths.html](http://www.tickedoff.com/myths.html)
Ticked Off™ Tick Remover (only $4.25 in the EEA Store!): [www.tickedoff.com](http://www.tickedoff.com)
The Environmental Education Alliance of Georgia’s mission is to promote communication and enrichment among professionals in the field of environmental education through partnerships, initiatives, and access to knowledge and experiences.

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CALL FOR PROPOSALS: 2014 ANNUAL CONFERENCE

The 2014 EEA Conference call for proposals is open now through October 30. Please help us recruit some great presenters to support our theme: “Promoting the Next Generation of EE Leaders”.

The application can be found online:
http://www.eealliance.org/annual-conference

SAVE THE DATE:
EEA Conference, March 28-29, 2014 @ Rock Eagle 4-H Center