

Northeast Mosquito Control Association Annual Meeting 2014

Presentation Abstract

Title: It Could Happen in Your Backyard – Today's Political Climate

Presenter: Mark Newberg, Director of Corporate Communications and Government Affairs

Organization: Central Life Sciences

From an innocent meeting with a county official, a small group of activists started the proceedings for a county-wide ban on fertilizer products that may set the course in state-wide legislation. Could it happen in your county or township? And what can you do to influence the outcome? Find out who your allies are in this high-stakes political arena and develop an outreach strategy that could affect your ability to protect public health.