

Map photo provided by Sunny Fleming  
Plant photos by the National Park Service



THE SCIENCE OF WHERE™

February 28, March 21 and April 18, 2023

## THE GEOGRAPHIC APPROACH TO INVASIVE SPECIES MANAGEMENT

natural  
areas  
ASSOCIATION

## 2023 Natural Areas Association Webinar Series Invasive Species Management

**Webinar 1: Tue, Feb 28th (60 mins)**

### **The Geographic Approach to Invasive Species Management**

Invasive species threaten our biodiversity, our safety, and our economy. Land managers are tasked with the never-ending responsibility of early detection, treatment and eradication of what USDA estimates are nearly 6500 non-indigenous species across the United States. Federal funding has recently infused additional funding into existing federal programs to help land managers with this task. This webinar will be an introduction to how land managers are applying geographic approaches to understanding this issue, what federal programs exist currently and set the stage for two follow up webinars that will dive more deeply into configuring GIS tools for key components of invasive species management workflows.



**Sunny Fleming**  
**Esri Industry Lead**  
**Public Sector Environment**

Sunny Fleming is Esri's Industry Specialist for Environment and Conservation. With a background in plant ecology and botany, she has applied location intelligence throughout her career; from monitoring species in the field to helping state parks manage recreational assets across their systems. She continues to pursue her passion for environment by now supporting others in applying location intelligence to their work.

[Register](#)

**Webinar 2: Tue, March 21st (90 mins)**

## **Configuring ArcGIS Field Maps for Invasive Species Management**

Whether collecting species observations, applying treatments or conducting follow-up inspections, land managers need quick, efficient ways to maintain and manage this information in the field and in the office. This webinar will cover how to configure ArcGIS Field Maps for invasive species management workflows. Field Maps allows land managers to replace paper processes and reduce time required to transcribe data, reduce errors, work offline and even share workflows with colleagues and volunteers. We'll dive into capabilities such as geofencing around sensitive species or habitats, related data structures for managing repeat visits to sites, showcase some of the smart form capabilities you may want to take advantage of in your own workflows, and more! The audience will have an opportunity to ask detailed questions to the ArcGIS Field Maps product team, as well.



**Sunny Fleming**  
**Esri Industry Lead**  
**Public Sector Environment**

Sunny Fleming is Esri's Industry Specialist for Environment and Conservation. With a background in plant ecology and botany, she has applied location intelligence throughout her career; from monitoring species in the field to helping state parks manage recreational assets across their systems. She continues to pursue her passion for environment by now supporting others in applying location intelligence to their work.



**Sarah Saint-Ruth**  
**ArcGIS HUB Field Maps Product Manager**

Sarah is the Senior Product Manager for ArcGIS Field Maps, ArcGIS Workforce and ArcGIS Navigator. She is part of the Field Operations team responsible for delivering mobile solutions for field staff in every industry.

Outside of work she can be found outdoors trying new activities whether its skiing, hiking or seriously debating wing walking. Based in the UK.

**Register**

## Webinar 3: Tue, April 18th (90 mins)

### Maximizing Volunteer Impact with ArcGIS Hub

Many land managers collaborate with an army of volunteers to help with a wide variety of initiatives, including invasive species management. Managing communication, events and reporting on impact can be difficult to manage on top of so many other responsibilities. This webinar will focus on how land managers can take advantage of ArcGIS Hub to organize your people, data and tools to accomplish initiatives and goals. We will cover what ArcGIS Hub is, how to configure one for invasive species management, and how it can be used to communicate your progress with the public, engage with volunteers through training and sharing tools and data and other benefits to help you maximize the impact of your volunteer force. The audience will have an opportunity to ask detailed questions to the ArcGIS Hub product team, as well.



**Sunny Fleming**  
**Esri Industry Lead**  
**Public Sector Environment**

Sunny Fleming is Esri's Industry Specialist for Environment and Conservation. With a background in plant ecology and botany, she has applied location intelligence throughout her career; from monitoring species in the field to helping state parks manage recreational assets across their systems. She continues to pursue her passion for environment by now supporting others in applying location intelligence to their work.



**Emily Nilson**  
**Senior Product Manager**  
**ArcGIS HUB**

Emily is a Senior Product Manager for ArcGIS Hub and Enterprise Sites. She is a longtime proponent of open data and loves seeing the impactful and innovative ways customers are using Esri's products. Prior to Esri, Emily spent five years working at World Resources Institute, an environmental nonprofit organization, where she was the Senior Product Manager for Resource Watch, a dynamic open data platform that provides trusted and timely data for a sustainable future. Before that, she worked at Central European University, where she managed a project to train environmental decision-makers and international civil servants on the application of data-driven geospatial technologies and remote sensing in water management and disaster risk reduction. She has a joint European Master of Science in Environmental Sciences, Policy and Management, for which she studied at Central European University (Budapest, Hungary), Lund University (Lund, Sweden), and the University of the Aegean (Lesvos, Greece). She has participated in weed wrangling a few times as well and thoroughly enjoyed it.



**Harshitha Dondapati**  
**Product Manager**  
**ArcGIS HUB**

Harshitha Dondapati is a Product Manager on the ArcGIS Hub team. She focuses primarily on Hub's premium offering, working on Product Roadmap development, Product Evangelism and Competitive Research. Harshitha is passionate about connecting with customers to gather feedback and works collaboratively to understand their engagement needs to develop customized impactful solutions.

[Register](#)