

## EDUCATION

Master of Science	(1994)	Environmental Policy, SUNY College of Environmental Science and Forestry
Bachelor of Arts	(1986)	Psychology, Binghamton University

## EXPERIENCE

Elizabeth Myers joined EcoLogic in 2014, bringing more than 20 years of experience as an editor and writer in the fields of environmental science, academic publishing, and public outreach. Her specialties include technical editing, content management, planning/evaluation, and information design. She is skilled at translating research for non-experts and can craft messages to reach target audiences successfully. Ms. Myers has worked closely with university faculty, government researchers, engineers, designers, and IT specialists, synthesizing individuals' contributions into appealing, informative, well-structured publications and websites. She holds a 36-credit Certificate in Project Leadership (2011) through a Cornell University–based program approved by the Project Management Institute. A partial listing of projects is provided below to demonstrate her experience in science communications and collaborative outreach projects for web and print.

- **Science Communications at the Northeastern Integrated Pest Management (IPM) Center, Cornell University**  
As communications director and staff writer with the Northeastern IPM Center (2000–2012), Ms. Myers researched and wrote articles about federally funded agricultural projects at land-grant universities across a 12-state region, drawing on project reports, peer-reviewed articles, and interviews with subject matter experts. In this role, she developed a communications strategy and conducted outreach to regional and national audiences, designing and producing success stories, newsletters, reports, and displays. She helped to administer grants programs by crafting requests for proposals, tracking project outcomes, and publicizing impacts. She founded the [Integrated Pest Management Insights](#) newsletter, now in its ninth year of circulation online and in print. Hired as one of two original staff members, Ms. Myers played an integral role in strategic planning for the Center, which continues to evolve as a vital regional hub for collaboration among scientists, institutions, government agencies, and private and nonprofit groups. In 2012, she received the "International IPM Award of Excellence" recognizing Regional IPM Centers "for exemplary leadership and commitment to building multistate, regional, and national collaborations for IPM in agricultural, urban, and natural areas."
- **Web Strategy and Content Management at the Northeastern IPM Center, Cornell University**  
Ms. Myers produced, solicited, and managed content for the [NortheastIPM.org](#) website from 2008 to 2012, extending the IPM Center's messages via social media, search engine optimization, and strategic cross-linkages with partners. Supervising IT staff, she guided a complete website redesign, including a content audit/update, information architecture overhaul, and enhanced visual appeal, layout, and accessibility. Prior to the redesign, she conducted audience surveys and small focus groups, drawing on the resulting new knowledge to boost site usability. Finally, she evaluated outcomes by analyzing site metrics (Google Analytics) and tracking the Center's expanded reach as its original content was shared via partner sites, blogs, and social media.
- **Website Development Project: Brown Marmorated Stink Bug—Biology, Ecology, and Management**  
Ms. Myers managed the creation of a website publicizing research findings on the invasive brown marmorated stink bug ([StopBMSB.org](#)), a site that serves as a centralized hub for science-based information about a pest that causes severe crop damage and has been detected in 42 states. Studies of the insect explore the potential impact of climate change on its survival and spread. In developing the site, Ms. Myers drew guidance from an interdisciplinary committee of 50 researchers at 10 institutions who had mobilized to find management solutions, working collaboratively on a \$5 million grant. (Ms. Myers was on staff at Cornell University, a participating institution.) Based on input gathered from project scientists and farmers—the target audience—she defined the site's overall structure and content strategy, then documented procedures for contributing content so that researchers can easily share their new knowledge. At the 2012 International IPM Symposium, Ms. Myers presented a [poster](#) explaining key goals and elements of the project.

- **Cornell University Lake Source Cooling Project**

Ms. Myers played a key role in overseeing development of the draft Environmental Impact Statement for Cornell's Lake Source Cooling project in 1997. This \$55 million infrastructure replacement project provides a reliable, environmentally sound method to cool buildings and equipment on the university's Ithaca campus, using a renewable resource (the deep water of Cayuga Lake) and a nonpolluting cooling technology (noncontact plate-and-frame heat exchangers). Ms. Myers coordinated writing and production, edited contributions from engineers and aquatic scientists, and authored sections on land use, transportation, demographics, and community services. The facility went online in 2000, and EcoLogic provides ongoing communications and public outreach services to Cornell's Facilities Services group, supporting innovative projects launched through its Energy and Sustainability initiative. In 2016, Ms. Myers designed a series of public information posters to support tours of the Lake Source Cooling facility.

- **Chautauqua Lake Macrophyte Management Strategy**

EcoLogic provided technical review, editing, and design of the *Chautauqua Lake Macrophyte Management Strategy*, which presents a distinctive approach to managing submerged aquatic vegetation in ways that minimize conflicts between human uses and environmentally sensitive areas. Ms. Myers synthesized input from a large team of collaborators and reviewers to produce a technically sound document that has been praised as a model for other water resource managers to follow in lakes throughout the region and beyond.

- **Owasco Lake Watershed Management and Waterfront Revitalization Plan**

From 2014 to 2016, EcoLogic worked with Cayuga County Department of Planning & Economic Development to update the Owasco Lake Watershed Characterization Report and the *Owasco Lake Watershed Management and Waterfront Revitalization Plan*. Ms. Myers authored sections on institutional context and municipal laws in the watershed, contributed to public outreach planning and facilitation, and coordinated and edited the collaboratively produced documents.

- **Mohawk River Watershed Management Plan**

In March 2015, EcoLogic published the *Mohawk River Watershed Management Plan*, a collaboration among 14 County Soil & Water Conservation Districts to protect a watershed that provides drinking water to more than half of New York State's residents. Ms. Myers edited the document and coordinated print and electronic publication. She also designed and produced a poster presenting the public outreach process and results.

## SELECTED ARTICLES ONLINE

The stories linked below were written by Elizabeth Myers and originally published by the Northeastern IPM Center to publicize the impacts of projects that the Center had funded. Some were then republished in blogs and magazines with national circulation (e.g., *Crops and Soils* magazine, *American Vegetable Grower*, SeedQuest.com):

[Growers PIPE Up for High-Tech Tools: Penn State Adapts Early Warning System for Key Pests, New Crops](http://www.northeastipm.org/about-us/publications/ipm-insights/growers-pipe-up-for-high-tech-tools/)

<http://www.northeastipm.org/about-us/publications/ipm-insights/growers-pipe-up-for-high-tech-tools/>

[Smarter Lawn Care, Cleaner Water](http://www.northeastipm.org/about-us/publications/ipm-insights/smarter-lawn-care-cleaner-water/)

<http://www.northeastipm.org/about-us/publications/ipm-insights/smarter-lawn-care-cleaner-water/>

[New Tomato Hybrids on the Way](http://www.northeastipm.org/about-us/publications/ipm-insights/new-tomato-hybrids-on-the-way/)

<http://www.northeastipm.org/about-us/publications/ipm-insights/new-tomato-hybrids-on-the-way/>

[Advancing on Apple Pests](http://www.northeastipm.org/about-us/publications/ipm-insights/advancing-on-apple-pests/)

<http://www.northeastipm.org/about-us/publications/ipm-insights/advancing-on-apple-pests/>

[Living the Green Dream: Northeastern Golf Courses Put IPM to Work](http://www.northeastipm.org/about-us/publications/ipm-insights/living-the-green-dream/)

<http://www.northeastipm.org/about-us/publications/ipm-insights/living-the-green-dream/>

[The Honey Bee Puzzle: IPM Experts Look for Ways to Keep Colonies Healthy](http://www.northeastipm.org/about-us/publications/ipm-insights/honey-bee-puzzle/)

<http://www.northeastipm.org/about-us/publications/ipm-insights/honey-bee-puzzle/>

[Tomato Seed Treatment Prevents Bacterial Canker](http://www.northeastipm.org/about-us/publications/ipm-insights/tomato-seed-treatment-prevents-bacterial-canker/)

<http://www.northeastipm.org/about-us/publications/ipm-insights/tomato-seed-treatment-prevents-bacterial-canker/>