



**The Pesticide Stewardship Alliance
Presents 2024 Outstanding Member Award**

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Contact: Angie Martin, TPSA Immediate Past President
Cell Phone: 317-670-1223
Email: Angie.Martin@heritage-enviro.com

St. Louis, MO— The Pesticide Stewardship Alliance (TPSA) held its annual conference in February and presented the **2024 Outstanding Member Award to Michelle Wiesbrook, Extension Specialist Pesticide Safety Education, University of Illinois.**

Michelle has lead the effort to create routine and consistent content for LinkedIn and other social media pages. This effort has led to increased visibility for TPSA among member networks leading to the potential for organic growth through each individual’s connections. Michelle identified different TPSA topics for each month, collaborated with different members, and found images to add to posts. Going beyond just creating and sharing, Michelle created different versions that could be edited or used directly by members – this step made it easy for the spectrum of LinkedIn users to share TPSA content and information.

The Pesticide Stewardship Alliance (TPSA), founded in 2000, is an organization of federal, state, and local governmental agencies, educational and research institutions, public organizations, private corporations, and individuals that are actively involved in various aspects of pesticide stewardship. The goals of TPSA are to increase the effectiveness, efficiency and longevity of various pesticide stewardship efforts.

Please check the TPSA web site for more information. The 2025 Pesticide Stewardship Conference is scheduled for February 4-6 in Raleigh, North Carolina.

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