

Photo courtesy of NASA



October 29, 2024, 12 p.m. ET, 11 a.m. CT, 10 a.m. MT, 9 a.m. PT

## **Boldly Mapping: Leveraging NASA missions in ArcGIS for Invasive Species Challenges**

Sunny Fleming, Director, Environment, Conservation, & Natural Resources, Esri;  
Kevin Butler, Product Engineer, Analysis & Geoprocessing Team, Esri; and  
Brock Blevins, Training Coordinator for NASA's Applied Remote Sensing Training Program (ARSET)

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## **Communications Toolkit | Boldly Mapping: Leveraging NASA Missions in ArcGIS for Invasive Species Challenges**

Welcome to the [Natural Areas Association](#) (NAA) Communications Toolkit for [\*\*\*Boldly Mapping: Leveraging NASA Missions in ArcGIS for Invasive Species Challenges\*\*\*](#).

This Toolkit provides the information and graphic files you need to share this important program with those in your network. Please contact NAA's outreach and engagement specialist [Sarah Floyd](#) with any questions.

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### **QUICK GRAB DETAILS**

- [\*\*\*Boldly Mapping: Leveraging NASA Missions in ArcGIS for Invasive Species Challenges\*\*\*](#) will take place at 12 p.m. ET on Tuesday, October 29, 2024.
- This is a free webinar opportunity, thanks to generous support from Esri.
- [Learn more:](#) <https://bit.ly/3XIZVVA>

### **SOCIAL MEDIA HANDLES**

- **Natural Areas Association**
  - [Facebook:](#) @naturalareasassc
  - [Instagram:](#) @natural\_areas\_association
  - [X:](#) @naturalareas

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### **FACEBOOK**

#### **Facebook Post ([Attach this graphic](#))**

Join [Natural Areas Association](#) at 12 p.m. ET on Tuesday, October 29, 2024, for "Boldly Mapping: Leveraging NASA missions in ArcGIS for Invasive Species Challenges."

Learn from [NASA](#) and Esri experts as they provide an overview of satellites and sensors, from the familiar Landsat, MODIS, and VIIRS to forthcoming cutting-edge missions like GEDI, HyMap, SBG, and GLIMR. Participants will discover how these technologies pave the way for innovative solutions in invasive species management, allowing users to harness the power of spatial analysis tools to access, interpret, and leverage datasets effectively.

This webinar is a free opportunity, thanks to generous support from [Esri](#).

Learn more: <https://bit.ly/3XIZVVA>

### **INSTAGRAM**

#### **Instagram Post ([Attach this graphic](#))**

Join [@natural\\_areas\\_association](#) at 12 p.m. ET on Tuesday, October 29, 2024, for "Boldly Mapping: Leveraging NASA missions in ArcGIS for Invasive Species Challenges."

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Visit the link in NAA's profile to learn more. #NaturalAreasAssociation

### **X (Formerly known as Twitter)**

#### **X Post (Attach this graphic)**

Join @naturalareas at 12 p.m. ET on Tuesday, October 29, 2024, to learn from @NASA and @esri experts about the latest innovative solutions in invasive species management. This is free, thanks to generous support from Esri. Register now: <https://bit.ly/3XIZVVA>

### **EMAIL**

#### **Email**

Subject: Join me for a webinar leveraging NASA missions in ArcGIS for invasive species challenges

Hi [Recipient's Name],

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## **Communications Toolkit | Boldly Mapping: Leveraging NASA Missions in ArcGIS for Invasive Species Challenges**

I'm writing to invite you to join me at the upcoming academic webinar, ***Boldly Mapping: Leveraging NASA missions in ArcGIS for Invasive Species Challenges***. Hosted by **Natural Areas Association (NAA)**, this webinar will take place at 12 p.m. ET on Tuesday, October 29, 2024.

During the webinar, NASA and Esri experts will provide an overview of various satellites and sensors, including familiar ones like Landsat, MODIS, and VIIRS, and forthcoming cutting-edge missions such as GEDI, HyMap, SBG, and GLIMR. You'll have the opportunity to learn how these technologies drive innovative solutions in invasive species management and how you can effectively use spatial analysis tools to access, interpret, and leverage datasets.

This is a free webinar opportunity, thanks to generous support from Esri.

Please let me know if you have any questions, and you can always **contact the team** at NAA.

Best Regards,  
[Your Name]