

That was very helpful, thanks to all of you for your great contributions and running with this idea. Here's where we'll be over the next few weeks.

**Next Steps:**

Philip: passing around one-pager informal list of consistent/inconsistent uses to help us "loosely define" definition of what is pesticide-free. We should all build on this list & continue circulating it, keeping in mind commercial applicators who may want to use the sign.

Jay: working on an initial draft of lawn campaign platform, passing it Philip, then out to the rest of us for comment.

Jay: Will update us when he hears more on NWF/Audubon's participation with industry guidelines.

Everyone: If you think there are others who should be involved, please send them to Shawnee at [shoover@beyondpesticides.org](mailto:shoover@beyondpesticides.org)

**Upcoming Discussion(s):**

- (1) Finalize united definition of pesticide free (at least for lawns)
- (2) Pricing of signs
- (3) Trademarking PFZ?
- (4) Concerted campaign efforts incl. targets, press, how to get "sign saturation", etc.

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