



Responsible Industry for
a Sound Environment®

About RISE

RISE (Responsible Industry for a Sound Environment) is the national trade association representing manufacturers, formulators, distributors, and other industry leaders engaged with the specialty pesticide and fertilizer industry. We serve an industry comprised of eight major segments, including aquatics, consumer, forestry, nursery and greenhouse, public health, structural pest control, turf and ornamental, and vegetation management. RISE's vision is **to support the creation of inspiring and healthy places to live, work, and play** and our work is targeted around four key goals, identified in our 5-year strategic plan, which are: Voice of Our Industry, Legislative Advocacy, Regulatory Advocacy, and Organizational Commitments. In everything we do, we strive to **collaborate** and engage meaningfully, to **convene** a forum for partnership and information-sharing, and to **amplify** our collective impact by acting as a force-multiplier.

Companies involved in the specialty pesticide and fertilizer industry should belong to RISE to:

1. Keep up to date with what's happening with the specialty pesticide and fertilizer industry across the legislative, regulatory, and media areas
2. Access tools for advocacy engagement, including tested messages and talking points about how to make an impact when communicating about our industry
3. Impact legislation across the country that affects the specialty pesticide and fertilizer industry and work with industry to promote positive externalities and to prevent adverse public policy
4. Access experts on the federal and state regulatory processes to connect on pesticide and fertilizer registration issues
5. Engage with the broader industry to facilitate speaking with one voice about the future to our industry and its freedom to operate

Get involved with RISE by joining one of our seven standing committees:

- **Aquatics Committee** promotes and defends the general business interests of companies that manufacture, market, and distribute aquatic pesticides
- **Communications Committee** provides guidance and counsel to support strategic communications activities
- **Fertilizer Committee** addresses fertilizer and fertilizer-pesticide combination product issues
- **Law Committee** reviews industry issues for possible legal implications, coordinates with other committees and staff on legal issues, and recommends strategy when appropriate
- **Legislative Affairs Committee** promotes and protects members' federal, state, and local legislative and regulatory interests through proactive, strategic, and response-driven advocacy
- **Programs and Membership Committee** serves as the planning and organizing body for the annual meeting and other industry meetings and seminars
- **Regulatory Affairs Committee** promotes a consistent and transparent regulatory process at the federal and state levels

You can also get involved with RISE by joining our **Grassroots Network** by texting "RISE" to 50457 or visiting www.pestfacts.org/grassroots to access advocacy materials and talking points, special educational opportunities, and a quarterly RISE Grassroots Newsletter to keep you up-to-date about legislative and advocacy activities impacting the industry.