

# The Problem



# Asian Carp

- Grow to 100 lbs
- Prolific breeders
- No known predators
- Voracious feeders – eat 10-20% body weight per day
- Crowd out other species
- Jump out the water
- Close to Chicago/Lake Michigan



# Federal Courts

- 2009/2010 - U.S. Federal Court denies both State of Michigan motions for injunction to close Chicago Area Waterways System.
- 2010 - State of Michigan and six other Great Lakes states sue to close O'Brien and Chicago Locks. Federal Court judge rules against Michigan. Michigan appeals to Federal Appeals Court. Decision likely in late summer.

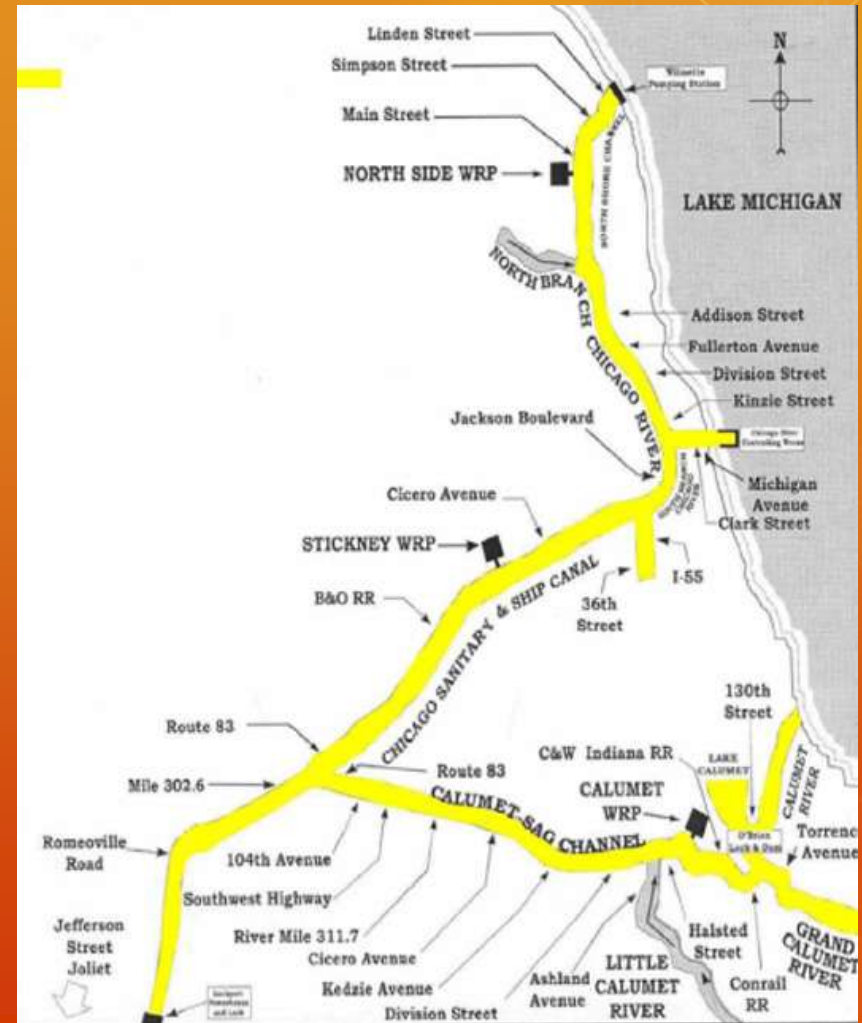
# Chicago Area Waterway System ("CAWS")

## ○ Basic Facts

- Built @1900; reversed flow of Chicago River
- 76 miles long
- 200' wide by 25' deep
- 3 wastewater treatment plants

## ○ Basic purpose

- Convey sewage away from Lake Michigan
- Manage Flooding
- Commercial/recreational navigation



# Industry Interest

- *\$16 billion* -  
estimated value  
of commercial  
tonnage  
through CAWS  
(Coal, Steel,  
Chemicals,  
Cement, Grain,  
Aggregate,  
Petroleum,  
etc...)



# Economic Impact – Indiana Case Study

## **Ports of Indiana Analysis of Maritime Activity in Indiana**

- 104,567 jobs
- \$14.2 billion of economic activity
- \$567 million of state and local tax revenue

## **Indiana Freight moving through the CAWS locks:**

- 17,655 jobs
- \$1.9 billion in economic activity
- Only 30% of total lock traffic passing through the locks

# Media Strategy

- Hire a Good PR Firm – DCI Group
- Acknowledge the problem but offer a different solution
- Frame the discussion – redirect w/facts
- State Specific – Facts/Figures
- Go on the offensive
- Don't let other side define our position



# UnLock Our Jobs

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## the facts

Asian Carp are a serious threat to the Great Lakes. To prevent their further spread, some are suggesting drastic measures be taken, including closure of the locks connecting Chicago to the Great Lakes. Fortunately, alternatives exist.

[the facts](#)[the cost](#)[take action](#)

### sign up for updates:

### What does one week on the Chicago locks look like?

# 94,448

## tons

## latest news

[more news](#)

### Oral Arguments in 7th Circuit Court of Appeals Carp Suit

May 6, 2011

Recently, attorneys appeared before the 7<sup>th</sup> Circuit Court of Appeals to present oral arguments in a suit th...

### how much will the lock closure cost your state?

Click on any of the highlighted states to learn more about the economic impact of river traffic.





## Since Creation of UnLock Our Jobs

- Over 60 entities throughout U.S. opposed to closing CAWS
- Intervener in Federal Suit on behalf of business
- Working closely with Army Corp and other government agencies on Asian Carp Plan
- Media and elected officials turn to UnLock Our Jobs for industry's viewpoint
- Defeated Congressman Camp's efforts in Congress to shutdown the CAWS (292-137)