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.

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**

*keep our waterways open for business*

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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.

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**sign up for updates:**

- name
- email
- company

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

94,448 tons

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**latest news**

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

May 6, 2011

Recently, attorneys appeared before the 7th Circuit Court of Appeals to present oral arguments in a suit that...
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)