

Chair's Letter

It has been my privilege to serve as Chair of the Council of Great Lakes Governors over the past three years. Working together, we have made tremendous progress in protecting the Great Lakes and in encouraging the continued development of our regional economy.

To build on our successes, I recently welcomed my colleague Governor Jim Doyle of Wisconsin to the Council's leadership team. During the coming months, we will serve as Co-Chairs and we are excited about the momentum that is building around our shared agenda.

On behalf of our Great Lakes colleagues, on July 19 Governor Doyle and I announced the release of draft Annex 2001 implementing agreements for public comment. When finalized, these agreements will provide us with the tools we need to protect and improve the Great Lakes for the benefit of our citizens and for future generations. This event marks a major step toward realizing the Governors' priorities to protect and restore the Great Lakes.

Recognizing the national significance of the Great Lakes, on May 18 President Bush issued an executive order establishing a Great Lakes Interagency Task Force. We applaud the President's leadership, and it is our hope and expectation that these efforts will lead toward our shared goal of long-term, large-scale federal funding for Great Lakes protection and restoration.

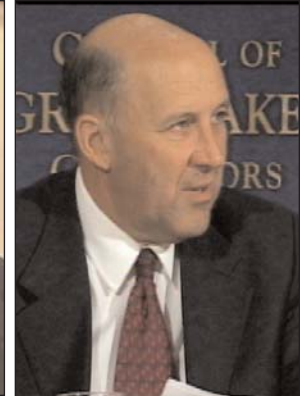
The Great Lakes are a national treasure and momentum is building to protect and restore them. I look forward to continuing to work with Governor Doyle, and with all of you, toward this goal.

—Bob Taft

Co-Chair, Council of Great Lakes Governors
Governor, State of Ohio

Governors and Premiers Protect the Great Lakes

On July 19, Governor Bob Taft and Governor Jim Doyle, Council Co-Chairs, represented the Great Lakes



Governors and Co-Chairs Governor Bob Taft (left) and Governor Jim Premiers in Doyle announce the public review and comment period unveiling the for the draft agreements.

draft Annex 2001 implementing agreements. This event marked the commencement of a 90-day public review and comment period before the draft agreements are revised and finalized.

Governor Taft said, "Public input ensures the final product is reflective of everyone that uses and depends on this critical resource."

Governor Doyle added, "The Great Lakes are one of greatest resources in North America and the draft implementing agreements are an important step in protecting them. I hope during the next 90 days that everyone with an interest in the Great Lakes and the Great Lakes Basin will share their opinions about these protective measures by participating in the public meetings."

Regional public meetings will be held in Chicago on September 8 and Toronto on September 20. Comments may also be submitted to the Council in writing or through e-mail addressed to Annex2001@cglg.org. Comments may be posted to the Council's Web site at <http://cglg.org/comments/index.asp>. Comments received in this manner will be made publicly available online.

Copies of the draft agreements, explanatory materials and a list of public meetings are also available online at www.cglg.org. The States, Ontario and Quebec are also conducting public outreach.

Trade Office Spotlight: Chile

Nearly thirty years ago, Chile was one of the first South American countries to shed the centralized, import-substitution economic model and enter the global marketplace. It became a textbook example of developing the economy by empowering the private sector. To this day, Chile leads the region in virtually every economic indicator except for size. Chile continues to attract the attention of investors and exporters from around the world.

In 1998, the Council of Great Lakes Governors opened its Chile Trade Office in Santiago with Director Carol Heitmann. Carol was born in Chile and educated in the United States. Before working for the Council, he worked with the U.S. & Foreign Commercial Service in Chile.

The Chile Trade Office provides export assistance to small and mid-size companies from Indiana, New York and Ohio. Services include customized trade development, agent/distributor searches, market research and official customs data.

Chile offers export opportunities for all types of service companies as well as manufacturing and consumer product sectors. While Chile has a very diversified economy for its size, it is not as industrialized as Brazil and Argentina. Therefore, finished goods such as cars, electronics, or appliances have more potential to be exported to Chile than individual components and assembly equipment.

Because Chilean exports focus on natural resources such as mining or agriculture, other hot sectors include extraction and processing equipment for these industries. This is also important for products and services related to packaging, motor vehicles, computer and medical equipment as well as logistics, financial and personal services. Generally, the Chilean market demands everything required to produce world-class export products and to make local manufacturing more efficient.



Staff of the Council's Chile Trade Office (l to r): Claudia Villarreal, Trade Specialist; Carol Heitmann, Director; Nina Montes, Senior Trade Specialist

Trade Success Stories

R & M Materials Handling, Inc., an *Ohio* manufacturer of industrial hoists, crane components and hoists for the entertainment industry asked the Council's Chile Trade Office to find interested distributors for both its product lines. R & M Materials Handling then contacted all candidates provided by the Chile Trade Office. As a result, the company received several orders for their equipment.

Propper Manufacturing Co., Inc., a *New York* medical consumable company, requested the Chile Trade Office's help to address falling sales in the Chilean market. The Chile Trade Office determined that Propper could improve by becoming more price competitive and ensuring that their distributor had adequate support.

The Trade Office research also identified other interested distributor candidates and provided key market information and Chilean customs imports data. As a result of this information, Propper realigned their distributor support policy and used the competitive intelligence to increase their Chilean sales.

Exotica Fresheners of *Ohio* found a distributor and immediate new sales in Chile through an agent/distributor search done by the Chile Trade Office. This success prompted a request for further assistance. The Trade Office then identified potential distributors to cover the Bolivian market out of the Iquique Free Trade Zone in northern Chile.

Did you know?

The Council is sponsoring a trade mission to Argentina, Brazil and Chile this fall. For more information, please contact Zoë Munro at zmunro@cglg.org. For more information on Chile or the Council's Chile Trade Office, visit www.ChileConsultants.com.

GREAT LAKES OF NORTH AMERICA

The Great Lakes of North America (GLNA), an affiliate of the Council of Great Lakes Governors, is pleased to welcome L. Anthony "Toby" McCarrick as its new Executive Director, effective September 1.

GLNA is the international marketing consortium of the States of Illinois, Indiana, Michigan, Minnesota, Ohio, Pennsylvania and Wisconsin. GLNA markets the region to potential travelers in the United Kingdom and Germany.

Toby brings a wealth of tourism experience to the GLNA program. His 20-year career in the

travel and tourism industry includes serving as the senior marketing manager for the Illinois Bureau of Tourism and more recently as a senior vice president at Edelman public relations in Edelman's Tourism and Lifestyle Practice.

Toby's other experience includes work for his own firm, Johnson and McCarrick and serving as Executive Director of the Decatur (Illinois) Area Convention and Visitors Bureau.

"We are thrilled to have a professional with Toby's extensive credentials and experience leading

our marketing program," said George Zimmermann, Senior Vice President for Travel Michigan and chair of the Great Lakes of North America Board of Directors.

GLNA has aggressively marketed the Great Lakes region to Europeans since the early 1990s. Initial efforts focused on getting Great Lakes tours in tour operator catalogs and brochures in the UK and Germany.

More recently, GLNA has been driving consumer promotions in those markets to increase consumer interest and demand for Great Lakes travel.

Great Lakes Biomass State and Regional Partnership Funds Ethanol Education

Biomass energy is found in many forms in solid, liquid and gaseous fuels derived from organic materials. Ethanol, a biomass-based substitute for gasoline, is one of the most prominent forms of bioenergy in the Great Lakes region.

However, both the lack of public awareness about the potential use of the fuel E-85 (85% ethanol-15% gasoline) in many vehicles and some common misconceptions about biomass-derived fuels need to be addressed in order to further expand ethanol's market share.

Through the Great Lakes Biomass State and Regional Partnership's (GLBSRP) State Grant Program, the Illinois Department of Commerce and

Economic Opportunity is working with the Illinois Energy Education Development (ILEED) Program and the National Energy Education (NEED) Project to help overcome these issues. ILEED is preparing and distributing classroom materials designed to educate students in kindergarten through twelfth grade, educators, parents and the public about ethanol production, use and environmental impacts.

ILEED is also working with the Governors' Ethanol Coalition, Illinois Corn Growers Association, Renewable Fuels Association, other States and the NEED program nationwide to develop technical information for the curriculum and to deploy appropriate materials and training.

This group is developing accurate, up-to-date and objective educational materials that will be written in a simple and straightforward manner. These materials will emphasize factual information concerning ethanol fuels including its impact on agriculture, energy security, the environment and the economy.

In addition to providing curriculum material, this project will offer workshops for classroom teachers and energy professionals. The program will be marketed to driver's education teachers so that they can discuss fuel options with their students. By partnering with prominent national organizations, this GLBSRP project will have a positive impact on the biofuels industry nationwide.

Governor Doyle Stresses Partnership with Great Lakes Mayors

In his first speech as Co-Chair of the Council of Great Lakes Governors, on July 15 Wisconsin Governor Jim Doyle gave a presentation to the Great Lakes Mayors on the importance of Great Lakes restoration and protection. He also stressed that the region's Governors and Mayors need to work together to make their shared goals a reality.

Governor Doyle said, "The Great Lakes are an international treasure. As part of our identity, they are also a tremendous asset that will help secure our region's future.

"As leaders who live and work in the Great Lakes Basin, we are most effectively positioned to carry out restoration and protection priorities. We are now in a position to provide collective, regional leadership on an issue of critical importance—our Great Lakes," he said.

Earlier that day, U.S. EPA Administrator Michael Leavitt also provided the Mayors with an overview of his efforts to implement the President's May 18 executive order creating a federal Great Lakes Interagency Task Force.

"We're determined to improve the efficiency and coordination of our work; to ensure that the federal effort supports what the people who live and work here in the Great Lakes Basin are doing," said the Administrator.

Confirming the central role of the region's leaders, he noted that the Governors' and Mayors' priorities should be a starting point for restoration and protection efforts.

The Administrator also cited the Governors' development of draft Annex 2001 implementing agreements as an example of how widely divergent interests in the region could be organized to ensure a productive collaboration in support of a greater good.

As the momentum for Great Lakes restoration and protection continues to grow, the region's Governors will continue to lead the charge. As Governor Doyle made clear at the Mayor's meeting, "The Governors, Premiers, and Mayors, together with the federal governments and the private sector, have jointly made protection and restoration a regional priority."

Governor Doyle's remarks can be found at <http://www.wisgov.state.wi.us/>.

Governors Tackle Asian Carp

Stopping the introduction and spread of aquatic invasive species continues to be a priority issue for the Great Lakes Governors through their Aquatic Invasive Species Task Force.

Construction is currently underway on an electric dispersal barrier in the Chicago Sanitary and Ship Canal to prevent the introduction of the devastating Asian carp into the Great Lakes. But, an additional \$1.8 million is needed before construction can be fully completed.

On July 16, Council Co-Chairs, Governor Jim Doyle and Governor Bob Taft wrote a letter to U.S. EPA Administrator Michael Leavitt commending him for his work on Great Lakes issues and requesting that he lead the Great Lakes Interagency Task Force in finding a federal solution to fund the completion of the barrier.

More information, including the letter to Administrator Leavitt, can be found at <http://cglg.org/1projects/glwq/index.asp>.

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