

# Aquatic Invasive Species Brochure: Detailed Outline

Meeting of the Great Lakes Panel  
On Aquatic Nuisance Species  
April 14-15, 2005  
Ann Arbor, Michigan

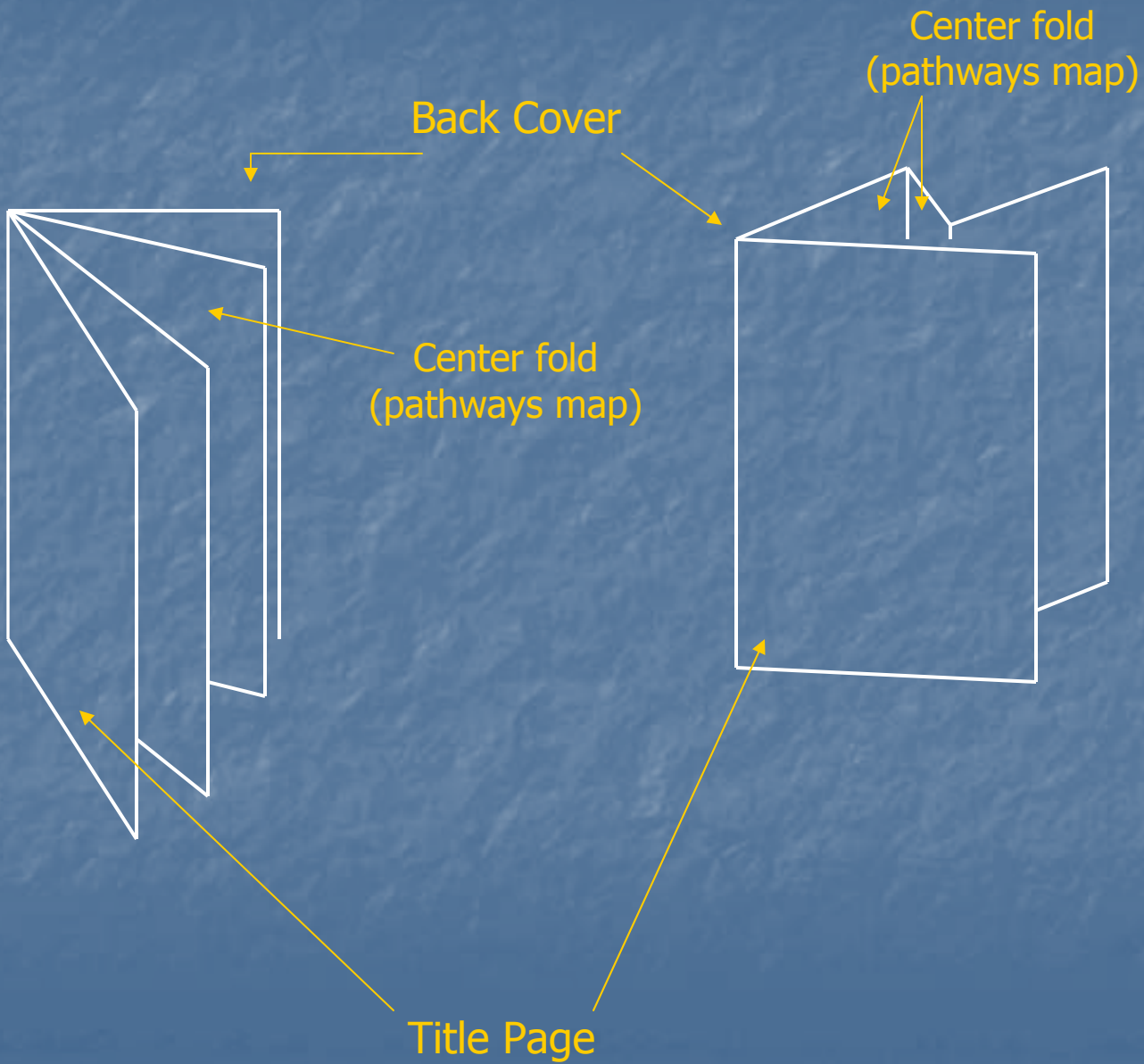
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# Overview of Brochure Design

- Target audience:
  - State Legislators/Policy Makers
  - User groups (commercial and recreational)
- Major Concepts:
  - Economic and ecological impacts of AIS
  - Pathways of introduction (as defined by the Great Lakes Regional Collaboration)
  - Prevention and public outreach
  - AIS legislation (current and past)
  - Partnerships

# Explanation of brochure layout

- Numbering of pages
- Form of brochure?
  - 8 page fold out (demonstrated)
  - 8 page booklet



# Title Page (Page 1)

## *AIS Brochure (?)*

August 2005

*This publication is a product of the*  
**Great Lakes Panel**  
**on Aquatic Nuisance Species**

# Introduction (Page 2)

- Update on AIS
  - New AIS of concern, policy and management developments
- Characteristics of AIS problems
- Economic and ecological costs to Great Lakes
- Economic and ecological costs on global/national scale
- Graph of origin, spread and major pathways

# Geographic Vector Map (Page 3-4) (Centerfold)

- Great Lakes/Province map illustrating AIS pathways as identified by the Great Lakes Regional Collaboration
  - Aquaculture
  - Maritime Commerce
  - Canals and waterways
  - Organisms in trade
  - Recreational activities

# Geographic Vector Map (Page 3-4) (Centerfold)

- Timeline of key AIS introductions and legislation
  - Timeline will consider high risk AIS introductions and the resulting legislation and policy developed to address the associated problems

# Pathway Description, Definition and Examples (Page 5)

- Pathways as described by the Great Lakes Regional Collaboration (in conjunction with centerfold pathway map (on pages 3-4)),
  - Aquaculture
  - Maritime Commerce
  - Canals and waterways
  - Organisms in trade
  - Recreational activities
- Pathway description and problem statement
- Stakeholder involvement
- Pathway examples and species that may be introduced through them

# Case Studies (Page 6)

- Efforts will be made in each case study to highlight components of the National Invasive Species Council's *Management Plan: Meeting the Invasive Species Challenge*
- Six case studies:
  - Hydrilla (rapid response)
  - Asian Carp (new pathways, management options)
  - Snakehead
  - Purple loosestrife (biocontrol)
  - Sea lamprey (new technology and research)
  - Zebra Mussel
- AIS impacts, management options and potential prevention and control measures will be addressed

# Model Strategies/Programs of AIS Prevention and Control (Page 7)

- Highlight strategies that are advancing AIS prevention and control
  - *Stop Aquatic Hitchhikers!*
  - *Habitattitude*
  - Recreational Guidelines
  - Great Lakes Regional Collaboration
  - Legislation

# Last Page (Page 8, Back Cover)

- Options for the back cover:
  - Contact information of AIS agencies in the Great Lakes, regionally and nationally
    - Phone numbers
    - Email addresses
    - Web addresses
  - Did you know? (Facts about invasive species)
  - Examples of outreach mechanisms (signs, stickers, pictures)
  - Facts on specific AIS (with pictures)
  - Frequently Asked Questions about AIS
  - Acknowledgements
  - Combination of any of the above

# Areas we would like input and assistance:

- Title of Brochure
- Format (fold-out or booklet)
- Content suggestions
- Last page

# A Call for Collaboration

We welcome and appreciate any involvement by Panel members to assist in the development of this brochure. We would like to ensure accurate and consistent information is disseminated effectively to the appropriate audience within the Great Lakes region and beyond.

Please contact Marcia Woodburn, here at the conference or at the Great Lakes Commission: [woodburn@glc.org](mailto:woodburn@glc.org), 734-971-9135