

It is unfortunate that an approaching deadline for filing suit caused the State of Alaska to take this matter to court. Derecktor, MTU and the state of Alaska have been working to resolve these issues amicably and in a way fair to all parties. We look forward to continuing this effort," Derecktor said in a statement. "The fast ferries *Fair-weather* and *Chenega* have carried passengers and cars safely and efficiently for many years. Derecktor is proud to have served as the prime contractor on this successful project."

Beedle said the inability to reach an agreement on the issue forced the state's hand. "Given the ongoing problems and an approaching deadline for filing suit, the state has been compelled to take this unresolved issue to court," he said. "However, we have not ruled out further negotiations, if we can get a favorable result for Alaska."

— K. Hocke

TV ad promotes the inland waterways

The waterways industry has launched its first-ever television ad to promote tugs and barges as essential contributors to the U.S. economy by supporting jobs, respecting the environment, and keeping the economy internationally competitive.

The 30-second "educational" ad began airing on cable stations in the Washington, D.C., area in February. It's aimed at Washington policymakers who might not be familiar with the advantages of water transport.

The ad was launched at an important time in the Washington legislative process, as Congress deliberates the 2011 budget for waterways programs and will soon consider a comprehensive plan to change the way the U.S. Army Corps of Engineers evaluates and funds the nation's lock-and-dam system. It will run for four months, twice a week,

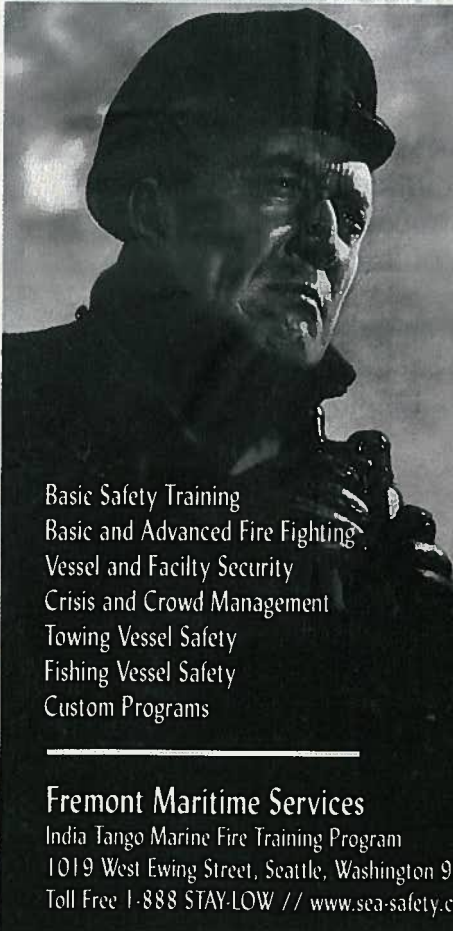
at a cost of roughly \$7,500 a week.

The ad was funded and designed by the **Waterways Council Inc.**, an industry advocacy group. The commercial and another three-minute video highlighting the advantages of barge transport were made through the TV production arm of a WCI member. Both ads have gotten more than 3,000 hits on **YouTube**, according to Cornel Martin, WCI president.

"It's a small step," Martin said. "We're trying to come up with innovative ways to get the message out."

The waterways industry has traditionally been "out of sight, out of mind" compared to its more visible and wealthier competitors in trucking and rails, he said, and education is the key to successful self-promotion. Both the ad and the video can be viewed at www.waterwayscouncil.org.

Meanwhile, the **U.S. Chamber of Commerce** has launched a program to maintain and modernize the nation's



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