

---

# The Bay - Challenges & Opportunities

*“The land flourished because it was fed from so many sources--because it was nourished by so many cultures and traditions and peoples.”*

- Lyndon B. Johnson



---

# Introduction

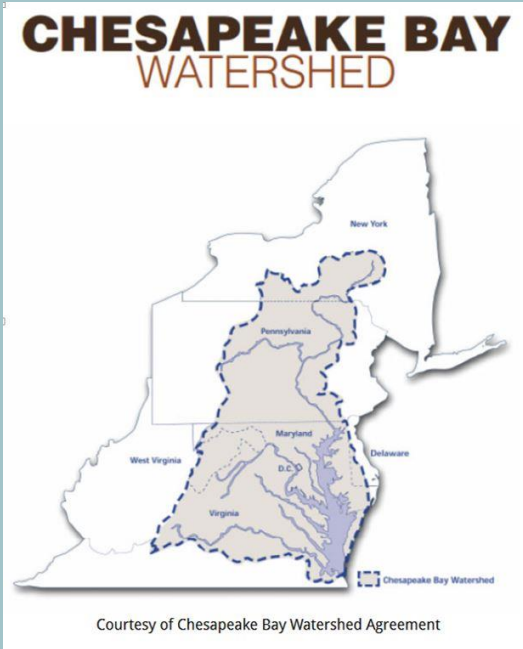
Presenter: Dr. Jorge Ribas, MAHCC President/CEO

Subject: The role that businesses play in sustaining the health of the Chesapeake Bay.



---

# An Overview of the Bay



Third largest estuary in the world

Over 17 million people live within its watershed

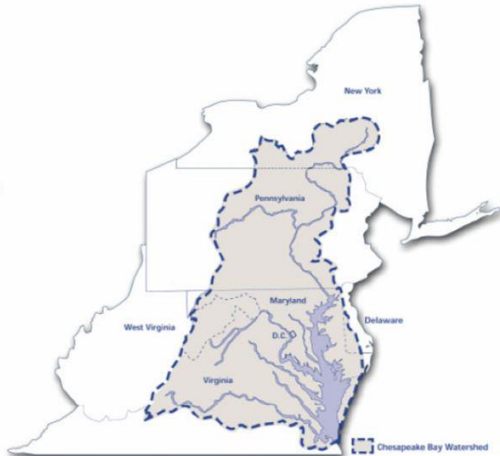
Its watershed includes parts of 6 states: DE, NY, MD, PA, VA, WVA, and DC



---

# The Importance of the Bay

## CHESAPEAKE BAY WATERSHED



Courtesy of Chesapeake Bay Watershed Agreement

A natural resource

Is home to over 2700 plant and animal species  
Including crabs, fish, bivalves and shellfish

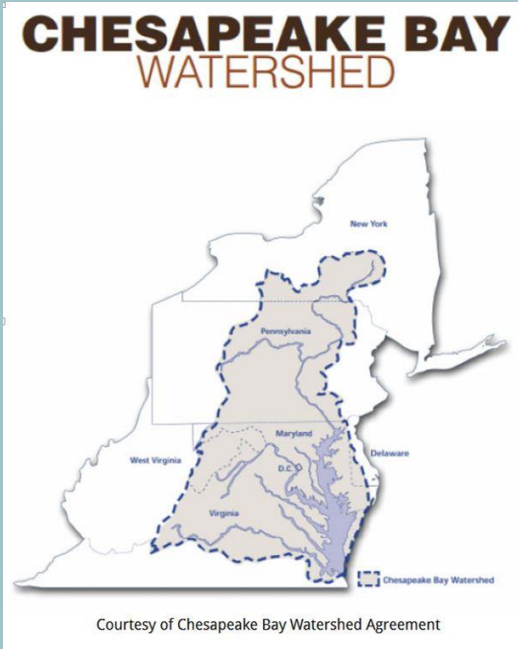
Its beauty enhances quality of life of the region

Marshes serve as buffer during storms to preserve  
the shoreline



---

# The Importance of the Bay



An economic driver for Maryland and Virginia

Seafood industry over \$3B in sales

34,000 jobs

Over \$900 million in income



---

# Stressors on the Bay

Increase in population density

Example: in the DC metro area alone, population will increase by 1M in next 20 years

Uncontrolled stormwater runoff

Environmentally unfriendly practices



---

# Stressors on the Bay

Urban and rural contamination

Commercial and residential construction

Unnecessary deforestation

Pollutants generated by

Agriculture

Industry

People

---



---

# The Key Role of Business

Businesses play a critical role in both producing and reducing stressors on the bay. Strategies should include:

Promoting practices - at work, school, and home

Developing policies - and internal practices

Creating partnerships - with business, civic organizations, nonprofits, and governments at all levels

Adopting values-based leadership





---

# MAHCC Environmental Practices

Board-approved environmental policy

Members, staff, and contractors practice recycling, energy, and water conservation

Advocate for and encourage environmentally sound practices

Encourage familiarity with the Bay



---

# Immigrant Communities - I

The MAHCC recognizes and has been asked to address the special challenge of the immigrant business sector

The Mid-Atlantic region is about 35-45% minority

Targeting the minority community to realize the importance of the bay should be a priority



---

# Immigrant Communities - II

Many lack awareness of the bay and its connection to quality of life and the local economy.

Many fail to understand how their business practices affect the bay.

Familiarity with the bay generates appreciation and changes behavior



---

# Immigrant Communities - III

Some challenges within the immigrant community include:

Inability to become familiar with the bay to generate appreciation and change behavior

Short-term priorities supercede long-term effects of adverse practices on the bay



---

# Immigrant Communities - IV

Solutions include:

Invite churches and businesses to be part of the solution

E.g. Adopt a creek program

Begin educating early - at the elementary school level

Children influence their parents



---

# Immigrant Communities - IV

Solutions include:

Greater use of social media to promote the Bay

Promote Bay awareness during festivities during National Hispanic Heritage month (September 15-October 15)



---

**On this day in 1965**, President Johnson signed the Water Quality Act, preventing water pollution by requiring states to establish and enforce water quality standards for interstate waterways.

*“The clear, fresh waters that were our national heritage have become dumping grounds for garbage and filth. They poison our fish; they breed disease; they despoil our landscapes.*

*“No one has a right to use America’s rivers and America’s waterways that belong to all the people as a sewer. The banks of a river may belong to one man or even one industry or one State, but the waters which flow between those banks should belong to all the people.*

*“There is no excuse for a river flowing red with blood from slaughterhouses. There is no excuse for paper mills pouring tons of sulphuric acid into the lakes and the streams of the people of this country. There is no excuse—and we should call a spade a spade—for chemical companies and oil refineries using our major rivers as pipelines for toxic wastes. There is no excuse for communities to use other people’s rivers as a dump for their raw sewage.*

*“This sort of carelessness and selfishness simply ought to be stopped; and more, it just must be reversed. And we are going to reverse it.”*

