Regional Outreach Initiative Grows and Reaches New Great Lakes Stakeholders

The U.S. Saint Lawrence Seaway Development Corporation (SLSDC)’s Great Lakes Regional Outreach Initiative is approaching its two-year anniversary and continues to bring value-added benefits to the stakeholders it serves. The Initiative has sought to sustain and catalyze shipping throughout the Great Lakes St. Lawrence Seaway region by focusing on marketing, trade, and economic development-related activities. Elevating the SLSDC’s trade and economic development role has been a priority of Administrator Betty Sutton’s since she became head of the agency in August 2013. Since that time, the SLSDC has become more active in this area and continued to add resources to the program, which serves North America’s “Opportunity Belt” – the Great Lakes region.

The Initiative is managed by the SLSDC’s Office of Budget and Economic Development and is spearheaded by the Corporation’s Great Lakes Regional Representative, Adam Schlicht, who works in close coordination with the Canadian St. Lawrence Seaway Management Corporation (SLSMC), particularly Vince D’Amico, the SLSMC’s Manager of Market Development. Recently, SLSDC International Trade Specialist Rebecca Yackley joined the staff to further support the Initiative with her expertise in trade and data analysis and her experience in...
On October 6, 2016, U.S. Transportation Secretary Anthony Foxx honored many employees from the Saint Lawrence Seaway Development Corporation (SLSDC) office in Massena, New York and from the SLSDC office in Washington, DC at the 49th annual U.S. Department of Transportation (DOT) Secretary’s Awards Ceremony. At the event, held in Washington, DC, the Secretary recognized employees and teams across DOT who performed their duties in an exemplary manner to meet the Department’s strategic goals and accomplish its mission.

“The men and women working in every mode of transportation at DOT have a deep commitment to ensuring that our nation’s transportation systems are safe, reliable, and efficient, and the Saint Lawrence Seaway Development Corporation staff is no exception,” said Secretary Foxx. “I am pleased to recognize these outstanding employees for a job well done, and look forward to their continued leadership.”

Secretary Foxx awarded a Meritorious Achievement Award to Nancy Scott, Director of the Office of Financial Management and Chief Financial Officer, for her outstanding contributions to the advancement of the Department’s financial management goals through the development and implementation of a new financial management system. Matt Trego received the Secretary’s Excellence Award for outstanding contributions to the Binational Seaway Ship Inspection Program and navigation safety in the Seaway.

A Secretarial Team Award was presented to the Saint Laurent Incident Team, recognizing them for their outstanding contributions to the Department’s safety goals through the timely and effective response to the Saint Laurent passenger cruise ship incident. On June 18, 2015, the Saint Laurent struck the lock bumper at Eisenhower Lock in Massena, N.Y., and the collective response to the incident was immediate, coordinated, and effective. These efforts ensured the safety of over 200 passengers and crew. The vessel was quickly stabilized, and navigation in the Seaway resumed within 48 hours.

A Secretarial Transportation Safety Award was presented to the Lock Wall Fall Protection Team for their outstanding contributions to the design and installation of an innovative Lock Wall Fall Protection System. This team was instrumental in developing and implementing a unique and innovative lock wall fall protection system – the first of its kind in North America.

Additionally, the Department is celebrating its 50th anniversary this year and Joy Pasquariello is the SLSDC’s modal representative on a DOT-wide 50th Anniversary Committee. The group which received a Secretary’s Team Award for the outstanding collaboration in the planning and execution of the 50th Anniversary events.

“I want to thank all of the Secretarial Award winners for their extraordinary efforts and their commitment—they are all so deserving,” said SLSDC Administrator Betty Sutton. “The SLSDC has some of the most dedicated and professional employees in the federal sector, and I am very proud of their performance and devotion to the Great Lakes Saint Lawrence Seaway System.”
Seaway Organizations Lead Great Lakes Delegation at Breakbulk Americas

As the culmination of the U.S. Saint Lawrence Seaway Development Corporation (SLSDC) and Canadian St. Lawrence Seaway Management Corporation (SLSMC)’s year-long market and business development outreach to freight forwarders, logisticians, and other supply-chain decision makers in the Houston, Texas market, both Seaway organizations again hosted a binational delegation of Great Lakes – St. Lawrence Seaway (GLSLS) stakeholders at the recent Breakbulk Americas Conference. The conference was held in Houston from September 26 - 29, 2016. Participating U.S. and Canadian stakeholders included Convoy Logistics Providers Ltd., Fednav Limited, Federal Marine Terminals, Challenger Motor Freight Inc., Duluth Cargo Connect, Servichem, Hamilton Port Authority, Port of Milwaukee, Ports of Indiana, Thunder Bay Port Authority, Toledo-Lucas County Port Authority, Midwest Terminals of Toledo International, and the Port of Cleveland.

The SLSDC and the SLSMC organized a number of events held concurrent to Breakbulk to expand international understanding and interest in shipping throughout the GLSLS, including the international marketing brand known as Hwy H2O (www.hwyh2o.com), the Seaway organizations’ primary tool for expanding worldwide awareness of the GLSLS and its abundant opportunities for international shipping and customers throughout North America and abroad.

On September 26, 2016, a Hwy H2O Domestic Trade Mission featured expert speakers highlighting the opportunities of Great Lakes shipping as well as Houston-based commodity specialists providing expertise on oil, gas, and petroleum coke (petcoke) markets worldwide. The Hwy H2O Networking Reception, held on the evening of September 28, 2016, provided over 150 Breakbulk attendees with the opportunity to directly engage with GLSLS stakeholders through direct, lively, and purposeful in-person engagement. The Hwy H2O booth also exhibited prominently at the Breakbulk Americas Conference throughout the week. Staff from both Seaway organizations participated throughout, including U.S. Seaway Administrator Betty Sutton and Canadian Seaway President and Chief Executive Officer Terence Bowles.

Hwy H2O participation at Breakbulk conferences, including the events recently held in Houston, continues to prove invaluable for both Great Lakes stakeholders seeking to identify new business opportunities as well as for international customers seeking up-to-date information about shipping into the heartland of North America. Both Seaway organizations anticipate continuing this important outreach in the Houston and European markets, including at the next Breakbulk Europe conference, currently scheduled for April 24, 2017, in Antwerp, Belgium. Individuals or organizations seeking information about Hwy H2O, future Great Lakes trade missions, and information regarding the U.S. and Canadian delegation at future Breakbulk conferences can contact SLSDC Great Lakes Regional Representative Adam Schlicht via email at adam.schlicht@dot.gov.
tion of the SLSDC and the Great Lakes St. Lawrence Seaway System, increasing our impact and supporting economic growth in the Great Lakes region – North America’s Opportunity Belt – working with our Great Lakes ports to maximize their unique attributes and vision, and educating the public and policy makers about the benefits of maritime shipping. As my term draws to a close, due to the upcoming change in the Administration, I would like to share with you some thoughts about the progress we have made.

As Administrator, I have been honored to work with the capable leaders at our Great Lakes ports and am happy to report that the SLSDC continues to offer our support for their initiatives. To that end, the SLSDC has stepped up efforts to assist our ports in a number of ways. We are working to provide information related to trade patterns, potential cargoes, and other statistical analysis for use in attracting new business. We have also led trade missions through the bi-national Highway H2O program and enhanced outreach to current and potential users of the System. In addition, we have facilitated solutions to the challenges encountered at times by our users and stakeholders.

An example of the results of the SLSDC’s support and work with our ports can be seen in the development and implementation of the first new regularly scheduled international liner service to a U.S. port in many years. Launched under the leadership of the Port of Cleveland in 2014, the Cleveland Europe Express has grown with the addition of new cargoes, additional vessels, and more destinations in world markets. The addition of this scheduled service to and from the heart of North America represents a tremendous vote of confidence in Great Lakes shipping, and has resulted in new cargo for the System and a renewed interest in our waterway and the Great Lakes region domestically and internationally. The SLSDC remains committed to working with the Port of Cleveland to support this initiative and to working with all of our Great Lakes ports to provide support and offer whatever assistance possible as they pursue their goals.

Building on the strong foundation and close working relationship we have with the Canadian St. Lawrence Seaway Management Corporation (SLSMC), both Seaway Corporations have been working hard to increase waterborne transportation, stimulate robust trade, and expand the movement of freight via maritime across the Great Lakes Seaway System. To enhance the SLSDC’s trade and economic development mission, a new Great Lakes Regional Outreach Initiative was unveiled in February 2015. A Great Lakes Regional Representative now coordinates closely on a full-time basis with governmental, non-governmental and industry stakeholders across the Great Lakes region. The program is successfully facilitating efforts to increase maritime trade, emphasizing Great Lakes Seaway System maritime transportation in regional planning, promoting federal maritime transportation and funding assistance programs, and working to rebrand the Great Lakes region with a name reflective of what it is: “The Opportunity Belt.”

The SLSDC’s ongoing Asset Renewal Program (ARP) is modernizing and renewing the infrastructure necessary to support the long-term reliability and viability of the entire Great Lakes St. Lawrence Seaway System. Since the ARP work began, the SLSDC has invested $109 million on 48 separate projects that address various needs for the two U.S. Seaway locks and Corporation vessels, facilities, and equipment. Furthermore, the SLSDC continues to effectively manage the fiscal assets of the Corporation, to date having garnered 53 consecutive clean audits, serving as a federal model for superior financial management. The SLSDC’s operational efficiencies are also noteworthy, as we routinely maintain 99 percent system availability for our customers during each navigation season.

Early in 2015, a report was released highlighting the public and private investments in the Great Lakes St. Lawrence Seaway navigation system. Based on a survey of over 450 U.S. and Canadian public organizations and private companies, the report found that nearly $7 billion is being spent on asset renewal and infrastructure improvements in the Seaway System by both the public and private sectors. These investments clearly demonstrate the continuing commitment of the U.S. and Canadian governments and stakeholders to the long-term health and vitality of the Great Lakes Seaway System.

At the SLDC, we are working to implement innovative, cutting-edge technology in the Seaway System in order to provide enhanced safety and efficiency to our operations. New Hands Free Mooring technology will hold vessels in place in the lock without wire ropes, reducing the risks to line handlers and ship crews. Installation by the Canadian Seaway of this system has been underway for several years and is scheduled to be completed at both U.S. locks by the end of 2018. Furthermore, the innovative and multi-layered safety procedures used throughout the Great Lakes St. Lawrence Seaway System were documented in a 2014 study and account for an enviable safety record. Compared to other means of transporting goods, shipping is the clear leader in terms of public and workplace safety.

Also noteworthy is that after persistent efforts by the SLSDC, during 2014, we saw the U.S. Customs and Border Protection Agency approve long-sought-after improvements to the clearance process for cruise ships
arriving in the Seaway System from foreign countries. The ‘Closed Loop Program’, now implemented in the Great Lakes Seaway System, streamlines ship inspection and passenger clearance procedures. This process eliminates the need for our Great Lakes ports to develop multi-million dollar passenger terminals and encourages more cruise lines to operate on the Great Lakes.

The SLSDC has also continued to fulfill its role as the environmental gatekeeper to the Great Lakes through its vigilance in mitigating and preventing the introduction of ship-borne aquatic invasive species into the Great Lakes. There have been no detections of new ship-borne invaders since 2006, indicating the current regulatory regime implemented by the SLSDC and its partners at the U.S. Coast Guard, Transport Canada, and the Canadian Seaway is working to protect the Great Lakes. The most recent Ballast Water Working Group report documents the progress being made both in vessel compliance and in ballast water inspection rates with 100 percent of ballast water tanks now undergoing inspection prior to a vessel’s entry into the Seaway System.

SLSDC has also been a leader in the effort to create a reliable, responsive and inclusive program for educating the public and policymakers on the operations and benefits of marine transportation in the Great Lakes Seaway System. In 2015, the SLSDC joined with Great Lakes Seaway System stakeholders to establish a binational entity for this purpose. The Great Lakes Seaway Partnership is comprised of representatives of the SLSDC, U.S. ports, U.S. flag carriers, and the Canadian international fleet. The collective effort is providing collaboration among key stakeholders, consistency of information and messaging, and greater public and policymaker awareness of the maritime industry.

Looking back, I believe we have energetically advanced our goals and mission on many fronts over the past few years. The various programs, activities, and efforts highlighted here are but a few of the many achievements happening on our waterway and are evidence of the SLSDC’s success in providing a safe, secure, reliable, efficient, and environmentally friendly waterway. I am proud of these achievements and know that the SLSDC will continue to be a model federal agency, always working to provide the best waterborne transportation system possible.

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Fednav Welcomes New Ship Featuring Innovative Ballast System

The Federal Caribou, one of seven new Fednav Limited’s ocean-going lakes equipped with a new ballast water treatment system sailed into the Port of Indiana, Burns Harbor at the end of August. This vessel offers two levels of protection to prevent the introduction of aquatic invasive species. First, it conducts a ballast water exchange or saltwater flushing in the North Atlantic, and second through filtration and a chlorine disinfection treatment system on board the ship.

The Federal Caribou is part of a series of 16 handysize vessels, representing an investment by Fednav of more than $400 million and designed specifically for the Great Lakes. The company is the leading international operator in the Great Lakes, has one of the most modern fleets of bulk carriers in the world, the average age being under 10 years. Of particular interest is that the Federal Caribou and its sister-ships have box-shaped holds in order to facilitate the handling of general cargo.

In April 2015, Fednav announced the signing of an agreement with JFE Engineering Corporation for the installation of ballast water treatment systems (BallastAce) on board its new ocean-going lakes, the Federal Caribou is one of those ships. JFE Engineering Corporation is now pursing U.S. Coast Guard type approval certification.

At the ceremony on board the ship, Paul Pathy, President and CEO of Fednav Limited and Chairman of Federal Marine Terminals said, “This vessel confirms that the protection of the Great Lakes is a priority for Fednav and demonstrates the confidence we have in the region’s future. These ships will allow us to offer our customers in Indiana and throughout the region an unparalleled service at a higher standard.”

“We commend and congratulate Fednav for its commitment to make these long-term investments that benefits so many on the Great Lakes,” said Rich Cooper.
environmental concerns, or just different demands for a product or commodity. All these factors have evolved so much over the past 30 years.

One thing has not changed – the Great Lakes. But how we have best used this great resource has changed. Think about how technology has changed the way ships transit the Seaway and the Lakes. The Lake Express High Speed Ferry has the most modern of technologies developed on the old concept of moving people and cars. Does anyone remember PL 480 cargoes? (For those too young to remember, a lot of PL 480 “Food for Peace” cargo moved on the Great Lakes until a legislative change in the mid-1980’s. Many of our longshoremen were without jobs after that.) Our vocabulary now includes phrases such as “hands free mooring”, “cruise ships”, “wind turbines”, “ballast water regulation”, and “invasive species.”

Containerization made a huge impact as ship lines servicing the Lakes became too large to fit through our lock system. Yet the Seaway has survived and has weathered the unexpected, seizing new opportunities, and making successful changes to accommodate new cargoes. Our challenge has always been getting the word out that we are an excellent first choice for handling all types of cargoes. Particularly the ones destined for America’s heartland.

The most successful people I’ve had the privilege of working with have embraced change. People like Betty Sutton, Adam Schlicht and Vince D’Amico of the Seaway entities have taken the opportunity to make the best of change. Folks I have admired (both past and present) have altered the way we look at change, and that’s exactly what the Seaway system needs.

Can you imagine how something so big as the Great Lakes is still so little known in the worldwide logistics industry?

Throughout my whole career I have told the story of our port, the Lakes and the Seaway. It’s a story that has to keep being told. It’s a story I’ve shared here in Milwaukee, throughout our great North America and in Europe. And, by continuing to tell it we will have more opportunities, in effect, driving positive change.

I will terribly miss the amazing people I have met throughout my career, and all the businesses I’ve had the chance to learn about, not to mention my Great Lakes/Port of Milwaukee family.

I know this is nothing new to say, but embrace change. For me, it’s time to retire and leave it to the young folks with new ideas, who can affect those changes that will grow our industry.

GUEST COLUMNIST BETTY NOWAK CONTINUED FROM PAGE 1

Joint Oil Boom Deployment Exercise

The Saint Lawrence Seaway Development Corporation (SLSDC) participated in the annual Oil Boom Deployment exercise hosted by the Akwesasne Mohawk Council on August 23 and 24. The table top portion of the exercise, which took place on August 23, was attended by members of the U.S. Coast Guard, and various organizations of the Akwesasne Mohawk council, as well as members of the SLSDC Marine Division. The scenario was centered around a pump failure at the St. Regis Water Intake and included the establishment of an Incident Command structure to manage and oversee the emergency.

The actual exercise took place on August 24 and was again attended by U.S. Coast Guard agencies, to include the Massena Coast Guard Attachment and members from Sector Buffalo and District 9 from Cleveland. The scenario required deploying 400 feet of oil boom using two SLSDC workboats. The exercise was conducted to test the feasibility of protecting the St. Regis village water intake and was considered a great success, providing great information for all parties involved on how to best protect this vital resource for the St. Regis residents.
coordinating with U.S. and Canadian Government and private-sector stakeholders on issues concerning commercial and cruise shipping on the Great Lakes. The Budget and Economic Development Office also recently hired a new staff person, Chelsea Champlin, to further support the initiative. In addition to new staff, the SLSDC has also committed resources to gaining access to valuable trade and cargo analytic databases and to allowing its staff to further interact with current and prospective stakeholders in the region to encourage increased commercial maritime activity and economic growth.

Since the Initiative was launched in February 2015, the SLSDC has been successful in achieving several of its initial goals for the program: identifying new business and marketing opportunities with U.S. and Canadian Great Lakes ports, securing new exhibition and speaking engagement opportunities to highlight shipping throughout the Great Lakes Seaway System, and providing economic, trade, and policy expertise for new and existing Great Lakes stakeholders. Through the Initiative, the SLSDC has focused on businesses, trade organizations, conferences, governmental organizations, and other stakeholders interested in learning more about the Great Lakes Seaway System and discovering new import/export opportunities. These efforts support existing Hwy H2O initiatives, such as focusing on freight forwarder outreach in Houston, Texas, as well as targeting U.S. grain traders and shippers throughout North America.

Examples of Initiative activities over the past few months include:

- Participating in the Breakbulk Americas Conference and Hwy H2O Domestic Trade Mission in Houston, TX (September 2016);
- Speaking at the National Waterways Conference and AASHTO Standing Committee on Water Transportation in Norfolk, VA (September 2016);
- Exhibiting and presenting at the Great Lakes presentation at Midwest Specialty Grains Conference in Indianapolis, IN (August 2016);
- Presenting at the Ohio Conference on Freight in Cleveland, OH (August 2016);
- Supporting the launch of the Duluth Cargo Connect Initiative in Minnesota;
- Participating in the 2016 “TrustBelt Conference” on Midwest economic development in Chicago, IL (August 2016); and
- Attending the Wisconsin Commercial Ports Association annual meeting (August 2016).

The SLSDC is committed to supporting its Great Lakes Regional Outreach Initiative to provide Great Lakes Seaway System stakeholders with trade promotion and marketing assistance and to facilitate economic development opportunities for North America’s Opportunity Belt.

For more information on the SLSDC Great Lakes Regional Initiative contact Adam Schlicht at adam.schlicht@dot.gov. For Great Lakes Seaway System trade-related data or analytics contact Rebecca Yackley via email at rebecca.yackley@dot.gov.

“Great Lakes, Great Opportunities Shipping on the Seaway” Video

The Saint Lawrence Seaway Development Corporation (SLSDC) recently released a new whiteboard educational presentation video. Whiteboard animation is a process where a creative story and storyboard with pictures is drawn on a whiteboard (or something that resembles a whiteboard) by artists with corresponding narration in the process of the artwork. It is a unique way to communicate our message – Saint Lawrence Seaway Development Corporation: Great Lakes, Great Opportunities Shipping on the Seaway! The video provides a concise, basic overview of the Seaway System. English and French versions were produced and can be viewed on our Facebook page: www.facebook.com/usdottsldc, our binational website: www.greatlakes-seaway.com, and the Seaway’s website: www.seaway.dot.gov.
Dwight D. Eisenhower Visitors’ Center

Another successful season has concluded at the Saint Lawrence Seaway Development Corporation’s Dwight D. Eisenhower Visitors’ Center. This summer nearly 60,000 visitors from 44 states and 22 countries visited our facilities, and marveled at the wonderful engineering feat that is the Seaway. In addition, this year we recognized the sacrifices of those who died during the construction of the Seaway. The memorial service was well received and the families continue to express their appreciation for the recognition bestowed upon their loved ones.

Madison Capital Day Focused on Great Lakes Shipping

The Great Lakes Seaway Partnership held its second “Capital Days” event on September 28th in Madison, Wisconsin. The first event was held last year in Indiana. A delegation of Great Lakes St. Lawrence Seaway maritime industry leaders held day-long meetings with Wisconsin state political leadership.

Briefings covered the economic impacts of Great Lakes shipping to Wisconsin’s economy – 8,800 jobs and $1.4 billion in business revenue, as well as the investments being made within the navigation system by both public and private entities, and the maritime trade opportunities that are essential not only to the state, but to the region, the nation, and the world.

State agency leaders from Transportation, Economic Development, and the Administration participated in a roundtable discussion with industry CEOs. Topics ranged from the importance of the Soo Locks and ballast water management, to harbor dredging and the Harbor Assistance Program, as well as the potential impact of marine sanctuaries.

The Partnership delegation included: Craig Middlebrook, Deputy Administrator, Saint Lawrence Seaway Development Corporation (SLSDC); Kevin O’Malley, Director Office of Budget and Economic Development, SLSDC; Paul Pathy, President and CEO, Fednav Limited; Mark Barker, President, The Interlake Steamship Company; Mark Pietrocarlo, Vice President, American Steamship Company; Dean Haen, Port Director, Port of Green Bay; Paul Vornholt, Port Director, Port of Milwaukee; and Todd Thayse, General Manager, Fincantieri Bay Shipbuilding Company.

Seaway Officials Tour the White House

During a recent visit to meet with officials at the U.S. Coast Guard on binational cooperation, The St. Lawrence Seaway Management Corporation officials and Saint Lawrence Seaway Development Corporation officials were able to tour the White House. L-R: Jean Aubry-Morin, Vice President of External Relations, SLSMC; Administrator Betty Sutton, SLSDC; Terrance Bowles, President & CEO, SLSMC; and Deputy Administrator Craig Middlebrook, SLSDC.
**Personnel News**

After 30 years Betty Nowak, Port of Milwaukee, Marketing Manager has announced her retirement for November 4, 2016. We thank Betty for her tireless commitment to the Seaway, she will be greatly missed.

Fred Shusterich, Midwest Energy Resources Company (MERC), President, will be retiring at the end of the year, after a 30-year career. Mr. Shusterich said he is retiring from MERC but will continue to work in the field on a less than full-time basis. We wish him well.

Michael O’Bryan, U.S. Army Corps of Engineers, retired at the end of July. We wish Mr. O’Bryan a happy, healthy retirement.

The Chamber of Marine Commerce has appointed Raymond Johnston as interim President effective October 1, 2016. Mr. Johnston will oversee the implementation of the merger between the Chamber of Marine Commerce and the Canadian Shipowners Association (CSA) and will lead the association until the recruitment process for a new president is completed.

Rod Jones, Canadian Steamship Lines (CSL) will be retiring March 31, 2017, after a nine-year tenure as President and Chief Executive Officer, and a career with CSL that has spanned over 30 years.

Louis Martel, President, CSL International and Executive Vice President, CSL Group, is named as successor. We wish Mr. Jones a happy retirement and thank him for all his years of dedication to the Great Lakes St. Lawrence Seaway System.

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**Upcoming Events**

**November**

November 16–17

2016 HWY H2O Conference

Toronto, Canada

Info: http://hwyh2o.com/home/

November 16–17

2016 Indiana Logistics Summit

Indianapolis, Indiana

Info: http://www.indianalogistics.com/summit/2016/

November 16-17

Great Lakes and St. Lawrence Ballast Water Workshop (Sponsored by the Great Lakes Commission)

Detroit, MI

Info: http://glc.org/events/2016-11-glsl-ballast-workshop/

**December**

December 1

Great Lakes Stakeholder Appreciation Reception

Montreal, Quebec

Contact: Kyle Savage (202) 366-0898 or kyle.savage@dot.gov

**January 2017**

January 19

Annual Hwy H2O Meeting

Toronto, Ontario

Info: http://hwyh2o.com/home/

January 20

78th Annual Dinner of The Marine Club

Toronto, Ontario

Info: http://www.themarineclub.org/marine-clubs-78th-annual-dinner/

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**February**

February 14-15

Great Lakes Waterways Conference

Cleveland, OH


**March**

March 2

Calgary Seaway Day

Calgary, Canada

Info: Kate Ferguson; kferguson@duluthport.com

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