

SLSDC Great Lakes Regional Initiative Continues into Third Year

The SLSDC has been better able to support Great Lakes ports, terminals, shippers, carriers, and labor to increase maritime trade. With the recent arrival of Ken Carey, the Canadian St. Lawrence Seaway Management Corporation's Manager of Market Development, the two Seaway Corporations are continuing to expand and grow the Seaway maritime supply chain. Outreach to new and existing customers and stakeholders remains a priority. Recent examples of these efforts include:

- Promoting Great Lakes ports at the Traffic Club of Chicago and North American Rail Shippers Association (NARS) Annual Meeting in Chicago (May 2018);
- Representing the Seaway System at the 2018 AWEA Windpower Conference in Chicago (May 2018);
- Co-exhibiting with the Port of Milwaukee at the 2018 Wisconsin International Trade Conference (May 2018);
- Sustaining the Hwy H₂O Houston freight forwarder and supply chain initiative in Texas while also seeking new customers for the System in the energy sector at the Offshore Technology Conference (OTC) in May 2018;
- Representing the Seaway Corporations at the Great Lakes St. Lawrence Governors & Premiers' second Maritime Day in Ottawa, Ontario (April 2018);
- Identifying new Seaway customers as part of the Hwy H₂O initiative on U.S. grain at the National Grain and Feed Association (NGFA) Annual Meeting in Phoenix (March 2018) and the U.S. Grains Council Annual Meeting in Houston (February 2018);

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DEPUTY ADMINISTRATOR'S COLUMN

Water Levels: Now Versus Then, Lessons Learned



Craig Middlebrook
Deputy Administrator

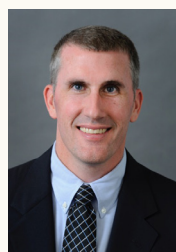
What a difference a year makes. This time last year, the Lake Ontario level was 31 inches above the average and 3 inches above the record high, which was set in 1952. Widespread flooding was occurring in the

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GUEST COLUMNIST

David Naftzger Executive Director, Great Lakes St. Lawrence Governors & Premiers

There Has Never Been a Better Time to Cruise the Great Lakes



In 2016, the Great Lakes St. Lawrence Governors and Premiers developed a strategy to rejuvenate the region's maritime transportation system. Beyond actions to strengthen

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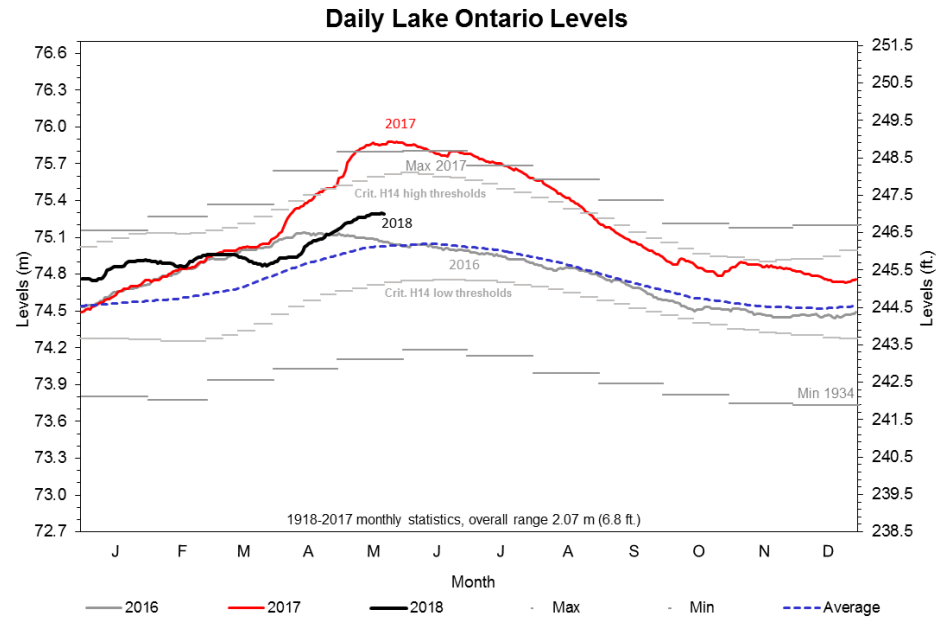
Personnel News

Upcoming Events

Ottawa River Valley, Montreal, and along the shores of Lake Ontario. Newspapers and social media posted photos of canoes and row boats floating down what only weeks before had been streets filled with automobiles. Homes and businesses were full of water. It was what has been referred to as “A Perfect Storm” or “A Hundred Year Event”.

Public questions landed in the lap of the International Joint Commission (IJC) (the binational organization that manages boundary water disputes) regarding the January 2017 implementation of its new water regulation plan, Plan 14, that had only months earlier replaced the 50+year old Plan 1958D. As the saying goes, “Timing is everything.”

A coordinated response to this unprecedented situation was quickly organized and implemented. From late May through September of last year, the entity charged with implementing Plan 14, the International Lake Ontario – St. Lawrence River Board (Board), could deviate from the rules of Plan 2014 due to the unprecedented high-water levels. Due to the widespread flooding that was occurring along the shores of Lake Ontario, the Board released record-setting outflows to provide relief to the shoreline property owners. These extraordinary water and weather events brought together stakeholders working to minimize impacts to shoreline landowners, not only on the shores of Lake Ontario but also for those in Montreal and the Ottawa River Valley. Commercial navigation interests aided in this relief by having vessels navigate at the highest possible outflows from Lake Ontario through the St. Lawrence River. The Seaway made significant contributions to this effort. It was necessary for the Seaway



Corporations to implement several measures to mitigate the impacts of the high-water velocities to ensure continued safe navigation in the Seaway. Vessel transit times increased due to these mitigation measures. Due to the efforts of the Board, the stakeholders, and primarily, the weather, water levels in the Fall were three feet lower than those experienced the Spring.

That is the old news — so what is expected for 2018?

Near the end of 2017, under Plan 14, the Board continued to release high outflows to lower the level of Lake Ontario to reduce the risk of flooding for this year. The several months of high outflows under Plan 14 at the beginning of this year coupled with favorable weather conditions (unlike the torrential, almost constant, rainfalls of 2017) have resulted in water levels closer to average.

For the week of May 24, 2018, the outflows from Lake Ontario continued to be high and Lake Ontario's level is 22 inches *below* the level for this time last

year. According to the Board, the risk of significant flooding either upstream or downstream is low. As stakeholders learned last year, the most significant factor in determining whether flooding will occur is ultimately by the weather.

As I walk along the Eisenhower Lock in the mild 70-degree weather of a delightful May 2018 day with no clouds in the sky, let alone a rain cloud, that point hits home — we could have any water regulation plan in place, but water levels are ultimately dependent on the predilections of the weather. (I am also reminded that Mother Nature has a say over when we close the locks; however, that is a story for another day). We can only control so much. ■■■

SLSDC GREAT LAKES REGIONAL
INITIATIVE CONTINUES INTO THIRD YEAR
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- Continuing the Seaway Corporations' longstanding collaboration with the Jacobs Consultancy at their annual conference on the petcoke trade, also in Phoenix (March 2018); and

- Representing the SLSDC at the American Association of Port Authorities' workshop on "Planning for Shifting Trade".

The above list are just a few examples from early 2018 of the SLSDC and SLSMC's continued commitment to expanding understanding of the Seaway

System and to expanding maritime activity throughout the Great Lakes in both the United States and Canada. For those seeking information about how to leverage Hwy H₂O and other marketing opportunities offered by the Seaway Corporations, individuals are welcome to visit the Hwy H₂O binational website: <http://hwyh2o.com/home/>. ■■■

GUEST COLUMNIST DAVID NAFTZGER
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traditional maritime commerce, the strategy included steps to develop niche markets such as cruising into bigger economic drivers. Bringing more cruise ships to more of the region's ports and cities represents a tremendous opportunity.

Cruising on the Great Lakes is poised for major growth, with significant economic benefits for the entire region. In 2018, eight cruise ships plan to operate in the region, representing nearly 1million port visits by passengers. Two additional ships plan to enter the region by 2020. The Great Lakes St. Lawrence Governors and Premiers are eager to accelerate this growth and have been exploring ways to do this most effectively. Various organizations have supported the growth of regional cruising through policy advocacy, marketing to cruise operators, and other activities. Different entities also market different aspects of regional cruising, but to date there has not been a consistent regional brand nor marketing program specifically directed at cruise passengers.

To fill this gap, the Great Lakes St. Lawrence Governors and Premiers have built a coalition of governments, cruise operators, port authorities, convention and visitor bureaus, and other partners. Together, they have created Cruise the Great Lakes to position the region for sustained cruising growth for years to come. "The next decade can bring a huge influx of new cruise operators and passengers to the Great Lakes. Marketing the region's many attractions to tourists from North America and the rest of the world is a crucial component. The breadth our region has to offer, from major cities to small towns to pristine natural areas, is unparalleled in the world," said Dave Lorenz, vice president of Travel Michigan.

Cruise the Great Lakes is the region's cruise marketing partnership. Its mission is to promote cruising in the region through an optimized and unique brand targeted towards current and potential passengers. The success of this partnership depends on the creation of a durable, regional coalition. Cruise the Great Lakes therefore welcomes partner

organizations to join the region's states and provinces in developing, promoting and sustaining regional cruising. This marketing partnership complements other ongoing work to grow Great Lakes cruising. In addition to marketing, work continues in order to improve shoreside facilities and experiences, and to address customs and other policy challenges. The time has come to establish the Great Lakes as a world-class cruising destination. The efforts of Cruise the Great Lakes will be an important step in making that happen. ■■■



St. Lawrence Seaway Begins 60th Navigation Season

The U.S. Saint Lawrence Seaway Development Corporation (SLSDC) joined with the Canadian St. Lawrence Seaway Management Corporation (SLSMC) to mark the opening of the Seaway's 60th navigation season on March 29. The official opening ceremony of the binational waterway took place in St. Catharines, Ontario, with Canadian Transport Deputy Minister Michael Keenan attending as honored guest and SLSMC President and CEO Terence Bowles and SLSDC Associate Administrator Thomas Lavigne addressing the gathering.

"As the 60th Seaway navigation season gets underway, we are proud to underscore the exceptional safety and reliability record of the binational waterway," said SLSDC Deputy Administrator Craig H. Middlebrook. "State-of-the-art technology is transforming Seaway operations and allowing for gains in competitiveness. Cargo tonnage shipped through the Seaway was up 8 percent last year. We are optimistic that 2018 will be another strong year for Great Lakes-Seaway shipping."

The season's first ship to transit, the *Algoma Niagara*, transited upbound into the Seaway System, on its way to Toledo, Ohio to pick up a load of metallurgical coal. Over 227,000 jobs and \$35 billion in economic activity are supported by movement of various cargoes on the Great Lakes St. Lawrence Seaway System. ■■■



From left to right: Thomas Lavigne, Associate Administrator of the Saint Lawrence Seaway Development Corporation; Tony Robinson, General Manager Procurement, ArcelorMittal Dofasco; Gregg Ruhl, Chief Operating Officer, Algoma Central Corporation and Terence Bowles, CEO, The St. Lawrence Seaway Management Corporation. In front of the *Algoma Niagara*, marking the start of the St. Lawrence Seaway's 60th navigation season. March 29, 2018. Lock 3 St. Catharines, Ontario. Photo Credit: Kevin Hotte



The *Algoma Niagara* was the opening ship marking the start of the St. Lawrence Seaway's 60th navigation season. March 29, 2018. Lock 3, Welland Canal, St. Catharines, Ontario. Photo Credit: Kevin Hotte



Algoma Niagara Captain Chesley Thorne with the traditional Top Hat, marking the start of the St. Lawrence Seaway's 60th navigation season. March 29, 2018. Lock 3 of the Welland Canal, St. Catharines, Ontario. Photo Credit: Kevin Hotte

U.S. Coast Guard's Great Lakes Maritime Strategy

As part of its effort to ensure the safety, security, and stewardship of the Great Lakes maritime system, the Ninth District of the U.S. Coast Guard (USCG) released the *Great Lakes Maritime Strategy: A Strategic Framework for the U.S. Coast Guard on the Great Lakes* in September 2017. The Strategy "puts forth five Strategic Priorities to inform and guide the Ninth District staff and field commands as they execute their daily missions on the Great Lakes," providing an initial three-to-five-year framework. Interested individuals are invited to review this valuable information online at <https://bit.ly/2wLWVRM>. ■■■

Seatrade Brings New Opportunity

The Saint Lawrence Seaway Development Corporation (SLSDC) and members of the Great Lakes Cruising Coalition (GLCC) participated in the annual Seatrade Cruise Exhibition, March 6-8, 2018 in Ft. Lauderdale, FL. This year's event can be characterized as one of the best trade show experiences for promoting the Great Lakes Seaway System as a premier cruising destination.

Visitors to the information booth included cruise ship owners, operators, and travel agents. All expressed interest in the current itineraries for the cruise ships *Pearl Mist*, *Grande Caribe*, *Grande Mariner*, *Victory I*, *Hamburg*, *Canadian Empress*, and newcomers *Victory II* and *Jacques Cartier*.

One of the most frequently asked questions was, "Does my ship fit through the locks on the St. Lawrence Seaway?" One of the largest delegations to ever represent Great Lakes cruising was there to answer questions and to showcase Great Lakes cruising.

Seatrade continues to provide the best opportunity for marketing our product and its potential, and the following members from the Great Lakes Cruising Coalition conveyed that message:



Pictured front left to right: Cindy Larsen, Muskegon Chamber of Commerce; Rebecca Yackley, SLSDC; Brenda Krainik, Green Bay, Convention and Visitors' Bureau. Back left to right: Stephen Burnett, GLCC; Mike Riehl, Port of Toronto; Yves Gilson, Port of Montreal

Stephen Burnett, GLCC; Mike Riehl, Port of Toronto, Cindy Larsen, Muskegon Chamber of Commerce; Brenda Krainik, Green Bay Convention and Visitors Bureau; Ian MacMillan, Sault Ste. Marie; Yves Gilson and Tony Boemi, Port of Montreal; Mayor Gord McKay and Andy Campbell, Town of Midland; Bruce and Kelly O'Hare, Port of Little Current; Stefane Scourtellis, Navitrans; Jackie Csiszar and John Duncan,

World Shipping and Colin Conrad, Dan Karageorge, and Scott Will, F.K. Warren Ltd & McLean Kennedy; and Rebecca Yackley, SLSDC.

Next year's event will return to Miami, FL in the newly renovated convention center, and the dates are a month later than prior years; April 9–11, 2019. ■■■

Concept of Operations Released for New Seaway Technology

Over several years of coordination and collaboration with the U.S. Saint Lawrence Seaway Development Corporation (SLSDC), the Canadian St. Lawrence Seaway Management Corporation (SLSMC), and other Great Lakes Seaway stakeholders, the Volpe National Transportation Systems Center and the U.S. Federal Highway Administration's Intelligent Transportation System (ITS) Joint Program Office (ITS-JPO) have worked tirelessly to develop ideas about how to better utilize ITS technologies in the Great Lakes St. Lawrence Seaway System. To that end, a Concept of Operations for a new application called the SeaTA (which stands for Seaway Time of Arrival) was released in fall 2017. SeaTA is a proposed computer-based application that "will improve the current level of accuracy of estimated times of arrival (ETAs) for vessels operating on the Seaway, and enhance overall system efficiency and situational awareness of Seaway operators and vessels." The full Concept has been made available online for public review at <https://rosap.ntl.bts.gov/view/dot/34625>. In the meantime, the SLSDC and SLSMC continue to examine SeaTA and other proposed, new, and modernized technologies that will improve the overall safety, efficiency, and infrastructure of the Seaway, while reducing operating costs to vessels. ■■■

New Anchorage Recommended at Cape Vincent

Following the Seaway's 2016 Customer Survey of Agents and Owners, a new anchorage is being recommended at the influx of the St. Lawrence River and Lake Ontario near Cape Vincent, New York. Historically an exchange point for St. Lawrence River pilots and Lake Ontario pilots, the SLSDC has inquired with the U.S. Coast Guard (USCG) about establishing an accepted and approved anchorage at Cape Vincent in the future. The SLSDC anticipates coordinating with the USCG on a forthcoming Waterways Analysis Management Study (WAMS) meeting, which will provide an open forum for system users and other interested community members to express public opinion about the Cape Vincent proposal. For more information, please contact Mike Howard, the SLSDC's Executive Officer in Massena, NY, at michael.howard@dot.gov. ■ ■ ■

SLSDC Announces Pacesetter Award Winners for the 2017 Navigation Season

Six U.S. ports in the Great Lakes – St. Lawrence Seaway system are receiving the agency's Robert J. Lewis Pacesetter Award for registering increases in international cargo tonnage shipped through their ports during the 2017 navigation season.

The SLSDC Pacesetter Award was established in 1992 to annually recognize the achievements of U.S. ports whose activities resulted in increasing international tonnage shipped through the St. Lawrence Seaway, excluding Canada, in comparison to the previous year. Over

that time, the SLSDC has distributed more than 139 Pacesetter Awards to 14 different Great Lakes/Seaway ports.

The six ports earning the Pacesetter Award for 2017 are: Port of Chicago (Ill.); Cleveland-Cuyahoga County Port Authority (Ohio); Ports of Indiana-Burns Harbor (Ind.); Port of Lorain (Ohio); Port of Monroe (Mich.), and Toledo-Lucas County Port Authority (Ohio).

"Congratulations to the six Great Lakes ports being recognized as Pacesetter Award recipients for their achievements

during the 2017 navigation season," said SLSDC's Deputy Administrator Craig H. Middlebrook. "The Seaway System realized a 9 percent tonnage increase from 2016 to 2017, with a 25 percent increase in U.S. export cargoes. This strong performance reflects the commitment, hard work, and vision of the teams of professionals at these ports." ■ ■ ■

Deputy Administrator Testifies Before U.S. Senate

On April 24, SLSDC Deputy Administrator Craig Middlebrook presented testimony before the U.S. Senate Commerce, Science and Transportation Committee at a hearing entitled “Maritime Transportation: Opportunities and Challenges”. The hearing focused on the U.S. maritime industry, the state of the nation’s maritime transportation system and its current challenges, and the ways in which Federal policy and programs could enhance its performance. The Senators on the committee were interested in knowing about the activities of the SLSDC and any particular challenges

facing the Seaway. It was a welcomed opportunity to showcase the many areas of progress made over the years to keep the waterway competitive and to highlight the significant economic impact of the Great Lakes St. Lawrence Seaway System.

Deputy Administrator Middlebrook’s testimony provided information about the unique binational governance approach to operating and maintaining the waterway. He also addressed the waterway’s strong safety record, efficient operations, and near-perfect reliability rate and spoke about the Seaway’s strict

ballast water management regime. There was particular interest in the SLSDC’s Asset Renewal Program and innovative technology enhancements.

Other witnesses at the hearing included the Acting Chairman of the Federal Maritime Commission, the Administrator of the U.S. Maritime Administration, and the Superintendent of the U.S. Merchant Marine Academy. You can read a complete copy of the testimony here: [04.24.18 Middlebrook Testimony.pdf](#) ■■■

Great Lakes Commission Offers New Careers Portal

The Great Lakes Commission (www.glc.org) works with its member states and provinces to address issues of common concern, develop shared solutions and to protect and enhance the Great Lakes region’s economic prosperity and environmental health. To that end, the GLC recently announced its new *Great Lakes Maritime Careers* portal at

<https://greatlakesmaritimejobs.org/>. The website “provides information on how to become a mariner and shares current job opportunities in the marine industry”. This online valuable tool and resource for those seeking employment on the Great Lakes and St. Lawrence river, including ship captains, officers and other staff who operate vessels; dockers

and crane operators who handle cargo; accountants; mechanics; marketing and logistics personnel; and design personnel such as naval architects and marine engineers. For more information, visit the Great Lakes Maritime Careers portal at <https://greatlakesmaritimejobs.org/>. ■■■

U.S. Department of Transportation Launches BUILD Transportation Program

This spring, the U.S. Department of Transportation (DOT) announced the availability of \$1.5 billion in discretionary grant funding through the Better Utilizing Investments to Leverage Development (BUILD) program, which replaces TIGER grants. BUILD funding “can support roads, bridges, transit, rail, ports, or intermodal transportation”. All BUILD applications must be submitted by July 19, 2018.

For complete information, please visit DOT’s BUILD informational page at <https://www.transportation.gov/BUILDgrants>. Additional content, including the availability of webinars for potential applicants, is also available at <https://www.transportation.gov/BUILDgrants/outreach>. ■■■

Personnel News

Vanta E. Coda II has been named as the Ports of Indiana's next chief executive officer to replace Rich Cooper following his retirement, effective July 1, 2018.

Cooper is retiring after 16 years with the Ports of Indiana and will assist the organization with the leadership transition through the end of the year.

Coda has been actively involved with maritime policy initiatives for the Great Lakes at the state and federal levels in his roles as president of the Minnesota Ports Association, member of the board of directors for the American Association of Port Authorities and member of the American Great Lakes Ports Association and USDOT Maritime Transportation System National Advisory Committee. He is an Eagle Scout and a graduate of the University of Kentucky, with a bachelor's degree in history and political science. He has also completed post-graduate studies in business at the University of Memphis and the University of Kentucky. Coda and his wife, Allison, have three boys.



Vanta E. Coda II

On April 9, 2018, Milwaukee Mayor Tom Barrett appointed **Paul Vornholt** to be his Chief of Staff.

Paul Vornholt served as the Port of Milwaukee Interim Port Director since August 2012, until he was appointed by Mayor Tom Barrett to be the Port Director in June 2015.

Previously Mr. Vornholt served as the City of Milwaukee's Director of Government Relations and directed lobbying efforts at the state and federal level.

For over 20 years, Mr. Vornholt served in various leadership positions in both state and local government including the Brown County Executive's office, the Wisconsin Department of Justice, and the Wisconsin State Legislature. ■ ■ ■



Paul Vornholt

Upcoming Events

July

July 24–25

American Great Lakes Port Association Summer Meeting

Erie, PA

Info: <http://www.greatlakesports.org/>

August

August 15–17

Ohio Conference on Freight

Cincinnati, OH

Info: <https://ohiofreight.org/>

August 28–30

U.S. Soy Global Trade Exchange

Kansas City, MO

Info: <https://www.grainconference.org/>