



Mineta Becomes New Transportation Secretary Emphasizes Maritime Issues

On January 2, George W. Bush nominated then Secretary of Commerce Norman Y. Mineta to succeed Rodney E. Slater as U.S. Secretary of Transportation.

The Senate voted 100-0 to confirm Mr. Mineta. He was sworn into office the next day. He is the first Asian Pacific American to head the Transportation Department.

Secretary Mineta has moved quickly to raise the public's awareness of the challenges confronting the maritime transportation system. He met in early March with Chuck Raymond,



Bush announces Mineta Appointment

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Véronneau and Jacquez Preside At Earliest Opening of Seaway

The St. Lawrence Seaway opened for its 43rd navigation season on March 23rd, the earliest opening date in its history. The Seaway's opening is, to many, the traditional first sign of spring. This year it was possibly the only sign. As the opening date approached, a Nor'easter blanketed Montreal with fresh snow, causing the Canadian St. Lawrence Seaway Management Corporation (SLSMC) to host a binational opening ceremony inside for the first time in anyone's memory. As guests looked out through a large window, the Petrolia Desgagnés, the first ship of the season, passed



Véronneau and Jacquez Address Maritime Media at 43rd Opening.

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effortlessly through the St. Lambert Lock at 11:00 a.m., on its way to Morrisburg, Ontario, from St. Romuald, Quebec.

Guy Véronneau, President of the SLSMC, declared the Seaway officially open at the ceremony, attended by Albert S. Jacquez, Administrator of the U.S. Saint Lawrence Seaway Development Corporation (SLSDC), ship owners and other interested parties. In his remarks to the gathering Mr. Jacquez said: "we are improving our services through technology; we are reducing our costs through efficiency; we are exploring new markets through strategic planning



Petrolia Desgagnés

and aggressive promotion; and for the long-term, we are studying ways to increase the Seaway's capacity, so that the promise of the 20th Century is realized in the 21st Century." Mr. Véronneau told guests that efficient operation of the Seaway and the close adherence to the SLSMC business plan made it possible for the SLSMC to rebate 1.5 percent of the fees Canada charges Seaway users (the U.S.

does not charge fees). Both Mr. Véronneau and Mr. Jacquez trumpeted the recent launch of the Seaway's binational website that will improve Seaway services (see full story at page 4). The binational website is the most visible product of a close working relationship between the two Seaway operators that Mr. Jacquez called "a model unmatched anywhere in the world."

In addition to making history with the earliest opening day ever, the Seaway chief executives marked history, accepting an award from the prestigious American Public Works Association designating the Seaway as one of the top 10 public works projects of the 20th Century (see full story at page 3).

Deuschl Retires After 25 Distinguished Years

Dennis E. Deuschl, who has served as a public affairs advisor to the Saint Lawrence Seaway Development Corporation (SLSDC) for 25 years, has announced his retirement at the end of March. SLSDC Administrator Albert S. Jacquez said, "We accept Dennis' retirement reluctantly. He is one of the longest serving officials at the Seaway, a great source of continuity, and an accomplished professional."

In 1976, after more than a decade of service in communications for the United States Air Force, Mr. Deuschl received a presidential appointment as Special Assistant to SLSDC Administrator David Oberlin. In 1985, he helped to engender an atmosphere of calm in response to hundreds of media inquiries that followed damage to a lock wall that temporarily interrupted transits at Canada's Welland Canal. "It was a rare crisis and the main thing was



Dennis E. Deuschl

to convey to the media how thoroughly prepared maintenance and operations staff were to restore operations," Deuschl said recently.

Mr. Deuschl has gone on to serve five SLSDC Administrators. He led communications efforts surrounding the commemoration of the SLSDC 20th, 25th and 40th anniversaries. Deuschl orchestrated a presidential proclamation, a commemorative stamp and official ceremonies that drew attention throughout the U.S. and Canada. He also has been the

long-time editor of the *Seaway Compass*.

For several years Mr. Deuschl has taught the fundamentals of public relations to students at the American University of Washington, D.C., and the University of Virginia at Falls Church, Va. Mr. Deuschl will continue teaching and will work as a public relations consultant.

He received his MS degree in Public Relations in 1977 from the American University and his Bachelors of Arts in 1962 from Rutgers University in New Brunswick, N.J.

Mr. Deuschl is married to Vivian Deuschl, Vice President of Public Relations at the Ritz Carlton Hotel Company. They reside in Annandale, Va. with their eldest daughter, Lisa. Their youngest daughter, Piper, resides in New York City.

SEAWAY NAVIGATION/POWER PROJECT MAKES LIST OF “TOP 10 PUBLIC WORKS PROJECTS OF THE CENTURY”

The American Public Works Association (APWA) has named the St. Lawrence Seaway/Power Project one of the “Top 10 Public Works Projects of the Century.”

Last week the President of the Canadian chapter of the APWA, Wally Wells, presented awards commemorating the special designation to the U.S. Saint Lawrence Seaway Development Corporation (SLSDC) Administrator Albert Jacquez and to Canada’s St. Lawrence Seaway Management Corporation (SLSMC) President Guy Véronneau at ceremonies in Montreal marking the opening of the Seaway’s 43rd navigation season.

Construction of the Seaway project, a \$1-billion binational undertaking by the U.S. and Canada, was completed in 1959, and has been operated and maintained cooperatively by the two nations ever since.

Mr. Jacquez said: “We are greatly honored by this distinction. This recognition is richly deserved by the Seaway as the project represented one of the most impressive engineering feats of the past century, and because it continues to stand as a model of binational cooperation, producing enormous benefits for the Great Lakes region of North America.”

Factors contributing to the project’s selection were: the unique U.S.-Canadian partnership that built and has operated the project for over 40



Jacquez (Left) and Véronneau (Right) accept awards from Wells (Center).

years; its opening of the Great Lakes to ocean shipping; the impressive economic, social and environmental benefits it has generated; and the inexpensive electric power it provides that has transformed the New York “North Country Area” from one of the state’s least developed areas to a major contributor to the state’s economy.

The APWA is an international educational and professional association of public agencies, private sector companies, and individuals dedicated to providing high quality public works goods and services. It is based in Kansas City,

Mo., has a membership of 26,000 and operates 67 chapters throughout North America.

The other nine public works projects named to the APWA Top 10 List were: the Bay Area Rapid Transit District; the Grand Coulee Dam and Columbia Basin; the Tennessee Valley; the Panama Canal; the U.S. Interstate Highway System; the Reversal of the Chicago River; the Hoover Dam-Boulder Canyon; the Los Angeles Hyperion Treatment Plant; and the Golden Gate Bridge.

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president of the CSX Lines and Chairman of the Maritime Transportation System National Advisory Council, and with Frank Sims of Cargill, Inc., Vice Chairman of the council. Then, on March 20, in a speech to the American Association of Port Authorities, the Secretary said the Bush Administration understands that America's economy, security and environment are all dependent on a healthy maritime transportation system. Expanding transportation capacity, including maritime capacity, is a top priority, Mineta said.

Secretary Mineta brings a wealth of experience to the Transportation Department. He took charge of the Commerce Department July 21, 2000. Prior to that he served for 20 years in the U.S. House of Representatives, representing the Silicon Valley area of Northern California. From 1992 to 1994, he was Chairman of the House Public Works and Transportation Committee. During his congressional tenure, his policy agenda included economic development; science and

technology; trade; transportation; the environment; intelligence; the budget and civil rights. Mineta is a Japanese American who grew up in an internment camp during World War II. During the Korean Conflict, he served as a U.S. Army intelligence officer. He was the mayor of San Jose from 1971 to 1974.

As Secretary of Transportation, Mineta oversees 100,000 employees, and a \$58 billion budget. Maritime agencies in his department include: the SLSDC, the Maritime Administration, and the U. S. Coast Guard.

Launching of New Binational Seaway Website Signals Increased Efficiencies

On March 8, 2001, the Saint Lawrence Seaway Development Corporation and the Canadian St. Lawrence Seaway Management Corporation (SLSMC) launched the first of a three-stage, million dollar, binational real-time Internet website that will ultimately offer Great Lakes Seaway System users the most comprehensive range of shipping information available, and will produce increased shipping efficiencies. The second and third stages will be fully operational later this year.

The first stage can be visited at www.greatlakes-seaway.com and is designed to centralize data that, until now, was only available by consulting a number of disparate sources. Information like weather conditions, water levels, lock availability and shipping schedules are now available in a single location.

The second stage will be more dynamic, providing estimated transit times and an online cost calculator. The third stage will incorporate satellite technology to provide real-time vessel speeds and locations.

SLSDC Administrator Albert S. Jacquez noted: " This binational website greatly enhances our ability to provide a seamless, efficient and competitive Seaway for all of its users."

The new "real time" information that will be available on the fully operational site includes the speeds and locations of transiting vessels, which will enable customers to better schedule the lock transits of their ships and estimate their destination arrival times. This information will also allow for the more efficient dispatch of pilots and improve safety. Such critical data

will then be available to customers at a single convenient source.

Creation of the new site represents a \$1-million joint investment by SLSDC and SLSMC. Work on the site began more than a year ago when a contract was signed with IBM to determine the site's feasibility. Last August, IBM reported that such a site was feasible and that the maritime industry was enthusiastic about the prospect. The two Seaway entities expect this new centralized tool for system-wide customers to greatly increase the efficiency of ship transits. At the same time, the Seaway entities believe the new tool will enhance the marketability of ship transits throughout the system.

Fednav Takes Delivery of Eighth Seaway-size Vessel

The eighth and final ship in a series of new Seaway-size vessels ordered by the Fednav Group (an affiliate of Fednav Ltd.) was delivered this past January at the Oshima Shipyard in Japan, and is expected to see service in the Great Lakes Seaway System this year. The latest ship is named FEDERAL HUNTER and has a capacity of 36,000 deadweight tonnes. Its length is 652.9 feet and its beam is 77.9 feet.

Previous Fednav ships in the series that began in 1999 include:



SLSDC Officials have vigorously promoted the building of new Seaway Sized vessels like the Federal Hunter above.

FEDERAL OSHIMA, FEDERAL ASAHI, FEDERAL RIDEAU, FEDERAL KIVALINA, FEDERAL YUKON, FEDERAL WELLAND and FEDERAL HUDSON.

The new ships have been widely welcomed by SLSDC officials, who have vigorously promoted the building of new Seaway-size vessels worldwide.

Fednav Ltd. is based in Montreal, and is the largest owner and operator of international ocean carriers in the Great Lakes Seaway System.

Seaway and Great Lakes Leaders Attend Seatrade Convention to Attract Cruise Ships to System

On March 5, Saint Lawrence Seaway Development Corporation (SLSDC) Administrator Albert Jacquez and Great Lakes Cruise Coalition (GLCC) Vice Chairman Mike Doran led a delegation of 12 public and private sector leaders from the Great Lakes Seaway region to The Seatrade Cruise Shipping Convention in Miami, Fla.

The convention was the cruise ship industry's largest trade show and allowed the delegation the opportunity to meet with a number of more than 10,000 cruise line industry executives that attended. The Great Lakes Seaway group exhibited at the Convention to promote increased cruise ship voyages in the waterway. The SLSDC has increased its presence each year at the annual convention. The SLSDC regularly sets up a number of one-on-one meetings with executives from companies in every corner of the globe and, this year, the SLSDC erected a display that encompassed 200-square feet of



Toronto officials, (L-R) Michael Doran, Vice Chairman of GLCC, Rob Berry, City of Toronto Development Office and Alan Rimmington, Senior Development Consultant, Ontario, are contributing a total of \$100,000 to the GLCC.

images and information that market the Seaway and Great Lakes as a destination for cruise ships.

At last year's conference, Seaway and Great Lakes delegates formed relationships that are already leading to more passengers cruising the System. For example, SLSDC

officials are working with one company they met last year, the Ocean Development Company, to inspect newly constructed vessels for use in the System. The Company has already scheduled four voyages in 2001 carrying a total of 1600

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passengers. Another organization System delegates met during a trade mission to London last fall, The United Kingdom's Passenger Shipping Association, representing nearly 40 cruise lines, met with delegates and is scheduling a tour of the System later this year.

SLSDC Administrator Jacquez said: "We are committed to providing a safe and efficient Great Lakes St. Lawrence Seaway System, and to increasing trade through the waterway. I fully expect these meetings to lead to additional new business for the region."

The SLSDC offers a number of services to help a cruise ship company that is considering sailing the Seaway and Great Lakes. To ensure their ships can pass through the locks, operators may submit ship drawings for Seaway personnel to review and provide comments and recommendations free of charge. The SLSDC also publishes a technical manual of Seaway regulations designed for easy use by operators of passenger vessels sailing the System. Written in plain language, the manual provides information on the Canadian and U.S. requirements and procedures that apply to cruise ships transiting the System. The technical manual and other information regarding the Seaway may be found at www.greatlakes-seaway.com.

Two ports Earn Seaway Pacesetter Awards

SLSDC recently announced two winners of its ninth annual Seaway Port Pacesetter Award. Earning the honor this year are: the Port of Milwaukee, Wis., and the Toledo-Lucas County (Ohio) Port Authority.

SLSDC Administrator Albert S. Jacquez noted: "These two organizations did an outstanding job of generating new international business that significantly contributed to the Great Lakes Seaway System's international cargo tonnage of 10.4 million metric tons last year."

The Seaway Pacesetter Award is presented annually to the U.S. Great Lakes Seaway ports and port terminals that register increases in overseas cargo tonnage shipped through the Seaway during the navigation season.

The port at Toledo is a six-time winner (1993-96, & 2001) and the port at Milwaukee is a three-time winner (1995-96, & 2001).

Administrator Jacquez plans to present the awards to each of this year's winners at local ceremonies that will be scheduled over the next several months.

National Transportation Week May 13 –19, 2001

Public/Private Participants: The U.S. Department of Transportation and its private industry partners (including the American Association of Port Authorities or AAPA).

Themes: Transportation education, career opportunities in transportation, and technological innovation.

How you can help:

- Understand the week's purposes by visiting this special Website: www.ntweek.org
- Organize your own NTW local event, or tie in an existing local event with NTW.
- Locally publicize NTW by using the handy "Tool Kit" that may be ordered through the NTW Toll Free Number: 1-877-558-6874.
- Work with local school groups and promote the NTW National Poster Contest for fifth-graders.

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