

Administrator Betty Sutton
Remarks for the 27th Annual Windsor Marine Event
Thursday, May 1, 2014
Windsor, Ontario

- Good evening, it's a pleasure to be here at the Port of Windsor's 27th Annual Marine Event. Thank you, David (Cree), for your kind invitation and the opportunity to speak to this illustrious group. Chairman Pingle, it's an honor to meet you and the Port Authority's Board of Directors.

- Councillor Gignac, I am pleased to meet you and the other representatives from the beautiful city of Windsor who are here tonight.

- This is the first time for me to meet many of you and I appreciate the chance to share with you my thoughts about the Seaway today, and about where I think we can take it in the future.

First, a little bit about me – personal background

- Great Lakes region native – Ohio
 - Congressional District – Lorain, Lake Erie waterfront
 - Served at every level of government
 - Private practice as a commercial/labor attorney
 - Committed to public service and the search for cooperative/collaborative solutions that support the public interest
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- I've spent a good part of my first 8 months at the Seaway visiting with our Canadian and U.S. partners and stakeholders and touring a number of ports in the System.

- I am looking forward to touring your marvelous port tomorrow morning. I am anxious to learn about your successes here and where we can repeat those successes elsewhere in the System.
- I must say, that in a short time, I have gained an appreciation of how important relationships and partnerships are in the Great Lakes St. Lawrence Seaway System.
- I've seen the dynamic workings of the Great Lakes maritime industry, the commitment of so many individuals, and the optimistic spirit of our stakeholder community.
- Most of all, I marvel at how closely our two countries work together to operate and maintain this large and complicated international waterway in a safe and seamless manner.
- And yet there is so much untapped potential!
- I like to call our Great Lakes region the “Opportunity Belt” because there is so much opportunity still awaiting us.
- Our Great Lakes ports are the backbone of the Great Lakes - Seaway System, and I just want to acknowledge your dedication, your perseverance, and your ongoing efforts to keep our System strong and growing.

Seaway as an economic driver

- The Great Lakes-Seaway System is a key driver of both the U.S. and Canadian economies.

- It supports the economic health of North America's industrial heartland and a consumer market of more than 100 million people.
- I'm sure most of you are already familiar with the infrastructure investments and technological innovations that are transforming the Seaway.
- Our ports are also welcoming new environmentally advanced vessels carrying a variety of cargoes. These new ships – of which more than 30 will enter the Seaway System between 2012 and 2016 – represent a strong commitment to meeting future environmental standards, as well as signaling an extremely positive outlook for the future of the shipping industry in the Great Lakes region.
- I'd like to address the economic development side of the System – the emerging market opportunities that are positioning our waterway for future growth.
- Overall, the 2013 shipping season was noted for increases in shipments supporting the manufacturing and energy related sectors.
- The resurgence of manufacturing and energy development – both renewable and traditional energy – are transforming the North American landscape.
- With half of Canadian manufacturing and one-fifth of U.S. manufacturing based in our region, the Great Lakes-St. Lawrence Seaway is closely aligned with manufacturing trends.

- The Great Lakes region is at the epicenter of a radically changing energy landscape. Our region possesses the manufacturing resources, skilled workforce, and world-class transportation infrastructure to be a significant player in this energy transformation.
- The Seaway will play a key role in the transportation decisions accompanying these changes.
- We are uniquely situated to support both of these major developments to the benefit of this entire region.
- The Seaway has plenty of spare capacity. We are a waterborne HOV lane and I will be working to increase utilization of the Seaway System.

Creativity with new business opportunities

- Our users are always looking for new market opportunities, and they've been successful in finding them.
- There's a lot of creativity out there!
- Just last week, I was in Cleveland to welcome the first vessel of the new Cleveland-Europe Express, the nonstop direct freight service that will run between the Port of Cleveland and Antwerp.

- Businesses continually look for ways to be more competitive and to gain an edge in the global market; this new service will help companies do that by moving their goods and supplies faster, cheaper, and greener.
- This new liner service is important to ALL of us. Its success will give traction to other initiatives in our System, providing new economic development opportunities throughout the region.
- It will be a priority of mine to work with all Great Lakes Seaway System ports, with terminals, carriers, and with other stakeholders to promote and advance new and innovative economic development programs focused on increased trade and job creation.
- The SLSDC is committed to keeping our region thriving.

Get the message out

- Toward that end, I can't stress enough the importance of adding your voices in a regular, sustained messaging effort to keep the media, the business community, elected officials, and the general public informed of what you do.
- In the transportation world, the maritime industry is often the stepchild, or worse, an afterthought.
- That just means that we have to be even more vocal, because we have such a good story to tell.

Environmental benefits of the marine mode

- Let's take a moment to look at the marine industry's environmental performance, because we really do have something to talk about here that is important to the general public...and they need to know about it!
- Marine shipping is the most energy efficient mode of transportation.
- Great Lakes ships can carry vast amounts of cargo long distances and use significantly less fuel than both trains and trucks. The Seaway-size fleet is **24 percent** more fuel efficient than rail and **531 percent** more fuel efficient than trucks.
- Ships also have the smallest carbon footprint compared to trucks and trains. Rail and trucks would emit **19 percent** and **533 percent** more greenhouse gas emissions respectively if the three modes carried **the same cargo, the same distance**.
- From a capacity standpoint, one Seaway-size vessel can carry the same amount of goods as 301 rail cars or 963 trucks *in a single trip*.
- Think about that in terms of our already over-crowded highways!

Conclusion

- If more people understood, really understood, how vitally important the maritime mode and the Seaway are to their standard of living and quality of life, we would be in an even stronger position today to realize the potential of our binational waterway.
- With 90 percent of global trade carried on the water, WE know how critical the maritime industry is, and it's time that others know it too.
- That is a role that I view as one of my major priorities – raising the profile of the Great Lakes Seaway System and elevating the role of maritime transportation.
- The SLSDC will be working to promote the importance and advantages of Great Lakes commercial shipping to regional public officials, other stakeholders, and prospective users of the system in an effort to increase awareness, seek inclusion in state transportation freight plans, and generate new commerce throughout the waterway.
- Again, it's a pleasure to be here. I know we'll all be working together to keep our maritime industry strong and always moving forward.