######  WESCCON 2023

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| **Wednesday, October 25**  |  |
| **All Day** | WESCCON Office | Desert Suite 3 |
| **1-4:00 pm** | PCC Board of Directors Meeting  | Salons 1-2 |
| **6-8:00 pm** | Early Bird Reception sponsored by *ACT 2 Services*  | Sunrise Terrace |
| **Thursday, October 26 Exhibit Hall Open 1pm-6pm**  |  |
| **6:30-7:00**  | Shuttles depart lobby for Annual Golf Tournament Sponsored by *PCC Logistics* | Hotel Lobby |
| **8:00 am** | Shotgun Tee Off @ Omni Rancho Las Palmas Golf Course | RLP Golf Course |
| **1-6:00 pm** | WESCCON Registration Sponsored by *NFI/Cal Cartage* | Salons 4-8 |
| **3:00 pm** | Annual WESCCON Tennis Tournament Sponsored by *Meeks, Sheppard, Leo & Pillsbury LLP* | Hotel Courts |
| **4:30 pm -****6:00 pm** | **Early Bird ACE Reports Overview -*****Carlos R. Rodriguez****, CBP Information Technology Specialist, will provide an overview of ACE and ACE Reports.*  | Begonia |
| **6:30 pm** | Opening Reception Sponsored by *Grunfeld, Desiderio, Lebowitz, Silverman, & Klestadt LLP*  | Starlight Terrace |
| **8:30 pm** | Hospitality Suite & Desserts Sponsored by *EPIC Insurance Brokers & Tokio Marine HCC – Surety Group*  | Salons 1-3 |
| **Friday, October 27 Exhibit Hall Open 8am-6pm**  |  |
| 7:30 am | **Keynote Breakfast Featuring Dan Maffei, Chairman – Federal Maritime Commission.** Sponsored by *Roll & Harris LLP.* Breakfast to include Acknowledgment of PCC-Avalon Scholarship winners. | Salons D-H |
| *All Day* | ***How to Navigate ACE Portal -*** *Import/Export/New Reports Universe by* ***Carlos Rodriquez, CBP Trade Transformation Office****. Small group training on your ACE portal. Bring your laptop and your ACE logon credentials - session offered throughout the day. Advance reservations are required – sign up at WESCCON.* | *Begonia* |
| 9:00 am | **GENERAL SESSION** |  |
|  | **CBP Trade Policy & Programs Update.** An overview of CBP’s strategic efforts to facilitate, enforce and administer priority international trade issues including 21CCF, ACE 2.0, Section 321 data pilot, Green Trade and more. | Salons D-H |
| 9:45 am | **GENERAL SESSION** |  |
|  | **CBP Port Directors Panel: Sea/Air/Truck.** Updates from all 5 West Coast CBPPort Directors.What’s new? The Mission of CBP is the same, but different Ports have unique challenges. How can the Green Trade initiative create processing efficiencies? How is CBP leveraging technology to support the changing import and export trends? | Salons D-H |
| 11:00 am | **Coffee Break** in Exhibit Hall. Sponsored by *The NW Seaport Alliance* | Salons 4-8 |
| 11:30 am | **CONCURRENT SESSIONS**  |  |
| A. | **Broker Audit vs. Broker Visit.** What are the differences, what to expect with the changes in 19 CFR 111, how to prepare for audit and best practices. | Salons A-C |
| B. | **FMC - Off the Record Discussion with Commissioner Dan Maffei.** | Salons 1-3 |
| 12:30 pm | **Networking Reception** in Exhibit Hall. Sponsored by *Roberts & Kehagiaras LLP*  | Salons 4-8 |
| 1:00 pm | **Keynote Luncheon Featuring**: **Acting CBP** **Commissioner Troy Miller.** Sponsored by*PCC Logistics* | **Salons D-H** |
| 2:30 pm | **GENERAL SESSION** |  |
|  | **Forced Labor Update HSI & CBP: Behind the Scenes.** How does CBP Target? What agencies are involved? Export, Destructions, Criminal Investigations of Fraud etc. CEE - apparel - electronics - Detention, seizure, forced labor. | Salons D-H |
| 3:30 pm | **Coffee Break** in Exhibit Hall.Sponsored by *Port of San Diego* | Salons 4-8 |
| 4:00 pm | **CONCURRENT SESSIONS** ***30 Minutes each then switch*** |  |
| A. | **Best Practices for Managing Risk** Presented by Roanoke Insurance Group. The recent changes to 19CFR§111 have posed additional risks to the customs broker industry. CBP’s enforcement initiatives, such as additional bond requirements, ADD/CVD, and bond claims, also have an impact on the industry. Attend this session to learn about insurance and surety solutions to mitigate those risks. | Salons A-C |
| B. | **Are you ready for the future of logistics?** Avalon Logistics is evolving faster than ever. Constant innovation, new trends and technologies are reshaping how we do business. New regulations are affecting supply chains, and more are on the horizon. Our panelists will discuss the current state of logistics and how new technology and legislation will impact the future of our industry. | Salons 1-3 |
| 5:30 pm  | **PCC Trade Expansion Political Action Committee: Jewelry Auction & Happy Hour Reception.** All invited! Update on PCC political activity – Find out who our friends are in Congress (and who are not!)  | Conference Center Foyer |
| 7:00 pm | **Western Themed Dinner Party Sponsored by** *Roanoke Insurance Group*. Western attire encouraged. | Salons D-H |
| 10:00 pm | **Hospitality Suite**  | Salons 1-3 |
| **Saturday, October 28 Exhibit Hall Open 8am-4:30pm** |  |
| 7:30 am | **Keynote Breakfast Featuring Nisarg Mehta – Raft AI.** Sponsored by *Ports of Los Angeles, Long Beach and Oakland* | Salons D-H |
| 9:00 am | **GENERAL SESSION** |  |
|  | **Artificial Intelligence Panel.** Get the latest on how technology, especially AI, boosts compliance and supply chain optimization. Complexity in the supply chain has increased exponentially over the last decade, and decision-making and data are moving faster than ever. Will AI transform the supply chain by improving the efficiency of operations, reducing costs and increasing customer satisfaction? | Salons D-H |
| 10:15 am | **CONCURRENT SESSIONS** |  |
| A. | **PGA Panel – USDA AMS Organics / Consumer Product Safety Commission (CPSC)/ FDA Modernizing/USDA Lacey Act.** You do not want to miss the latest developments in this PGA session. Are you wondering how USDA AMS Organic certification requirements will work? FDA Modernization, what is new and what you need to know. How does the trade industry benefit from CPSC eFiling? The Future of Lacey and Phase VII Declaration Implementation | Salons A-C |
| B. | **Trucking Panel.** How has the landscape changed and what will drayage look like in the future? Learn about the state of California regulations starting in 2024 and beyond, listen to experiences with experimenting with electric trucks and how ports will support them. Bring your questions about the switch to electric. | Salons 1-3 |
| 11:15 am | **Coffee Break in Exhibit Hall.** Sponsored by *Sandler, Travis, & Rosenberg, PA*  | Salons 4-8 |
| 11:45 am | **CONCURRENT SESSIONS** |  |
| A. | **Attorney Panel – You know it’s time to call an attorney when…** Our esteemed panel of trade attorneys will discuss case studies on several topics including 301 litigation, CBP penalties and enforcement trends, trade remedies, ADD/CVD and more | Salons A-C |
| B. | **Export Update: With so many threats to our nation and economic security, what do forwarders need to look out for?** Learn about possible pitfalls with export compliance, as well as updates on regulatory changes and pilot programs. We’ll discuss how to navigate the world of ACE and BIS. | Salons 1-3 |
| 12:45 pm | **Networking Reception**. Sponsored by *Mitchell Silberberg & Knupp LLP* | Salons 4-8 |
| 1:15 pm | **Keynote Luncheon Featuring OurManInDC Peter Friedmann.** Sponsored by FCL Logistics | Salons D-H |
| 2:45 pm | **GENERAL SESSION** |  |
|  | **West Coast Ports and Terminal Operators.** Now that the longshorecontract is  finally signed, are ourports getting back to business.Representatives of the largest west coast terminal operator and all the container ports tell us what they are doing to prevent another supply chain melt-down, to improve freight movement.  | Salons D-H |
| 4:00 pm | **GENERAL SESSION** |  |
|  | **The FMC – How the FMC continues to work to protect shippers, freight forwarders, customs brokers, and to change the Detention and Demurrage Landscape. What Will Future Oversight Look Like?** The FMC Commissioner who is driving the most significant west coast initiative will engage with a LA customs broker, and nationally-known advocate for drayage, trucking and shippers. | Salons D-H |
| 4:45 pm | **Raffle Drawing & Refreshments.** Sponsored by *Registrar Corp.*  | Salons 4-8 |
| 7:00 pm | **“Trick or Treat” Halloween Dinner Party** hosted by *Avalon Risk Management, Price Transfer Group and Co/Action Specialty*. Costumes encouraged!! | Starlight Terrace |
| 9:30 pm | **Hospitality Suite** Sponsored by *Price Transfer Group.* Live Music Starting at 10:00 pm. | Salons 1-3 |
| **Sunday, October 29** |  |
| 9:00 am | **Closing Brunch** Sponsored by *Customs Brokers & Forwarders Associations of San Diego, Los Angeles, Northern California, Columbia River (Oregon) and Washington State.*  | Salons 4-8 |
| 10:30 am | WESCCON Adjourns. |  |