

WESCCON 2021

Wednesday, October 13

WESCCON Office: Desert Suite 3

3-4:30 pm	PCC Board of Directors Meeting	Salons 1&2
6-8:00 pm	Early Bird Reception sponsored by STG Logistics	Sunrise Terrace

Thursday, October 14

Exhibit Hall Open 1pm-6pm

7:00 am	Meet in lobby for Annual Golf Tournament at Omni Rancho Las Palmas Golf Course. Sponsored by PCC Logistics	
8:00 am	Shot-Gun Tee Off for Annual Golf Tournament.	Omni Rancho Las Palmas Golf Course
1-6:00 pm	WESCCON Registration in Exhibit Hall. Sponsored by PayCargo LLC.	Salons 4-8
3:00 pm	Annual WESCCON Tennis Tournament. Sponsored by Meeks, Sheppard, Leo & Pillsbury	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. Juan Moreno, Director, Trade Compliance Sandler, Travis & Rosenberg, P.A. will also provide insight on useful ACE reports. Sign up in advance.	Begonia
6:30 pm	Opening Reception Sponsored by Grunfeld, Desiderio, Lebowitz, Silverman, & Klestadt LLP	Starlight Terrace
After Hours	Hospitality Suite & Desserts. Sponsored by EPIC Insurance Brokers & Consultants AND Navigators a Brand of the Hartford.	Salons 1-3

Friday, October 15

Exhibit Hall Open 8am-6pm

Audio/Visual Sponsored by Mercer Logistics * * * Charging Station Sponsored by A.N. Deringer

7:45 am	Keynote Breakfast: Amy Strauss, Deputy Assistant Secretary, Department of Homeland Security (DHS). "The Administration's Priorities for Border Security and Trade Facilitation." Sponsored by Roll and Harris LLP	Salons D-H
All Day	How to Navigate ACE Portal - Import/Export/New Reports Universe by Carlos Rodriguez, 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 Registration or at the WESCCON Office.	Begonia
9:15 am	CONCURRENT SESSIONS	
A.	CBP Trade Policy & Programs Update. This session will provide an overview of CBP's strategic efforts to facilitate, enforce and administer priority international trade issues. 21 CCF, Forced Labor, eCommerce, 1USG, 111 Regulations, Continuing Education	Salons 1-3
	Moderator: Dan Meylor, Director, Customs Administration & Compliance, Carmichael International Service	
	Panelists: Rich DiNucci, Director of Field Operations, San Francisco, U.S. Customs & Border Protection	
	Lisa Gelsomino, Senior Advisor, Avalon Risk Management	
	John Leonard, Deputy Executive Assistant Commissioner, U.S. Customs & Border Protection	
	Jim Swanson Director, Cargo Security and Controls, Cargo and Conveyance Security, U.S. Customs & Border Protection Office of Field Operations	
B.	Is Your Cargo Covered? – Case Studies. A ship is stuck in the Suez Canal and held for ransom. A ship is on fire, containers go overboard. Cargo is missing upon delivery. What are you to do when you hear the words Force Majeure, General Average and the like? Did you insure the freight properly? Is there possible E&O exposure? In this workshop, we will hear and learn from the experts about how to properly decrease your risk with real-life case studies.	Salons A-C
	Moderator: Evey Hwang, VP of San Francisco Division, Alba Wheels Up	
	Panelists: Deirdre Hudson, Regional Vice President, Avalon Risk Management	
	Patrice Lafayette, Vice President, Sales, Roanoke Trade	
	Brandon Mc Donnell, Vice President, PCC Logistics	
	Cameron Roberts, Partner, Roberts & Kehagiaras LLP	
10:45 am	Coffee Break in Exhibit Hall. Sponsored by NW Seaport Alliance.	Salons 4-8
11:15 am	CONCURRENT SESSIONS	
A.	PGA Panel – USDA AMS Organics / Fish & Wildlife / 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? Trade talk on Fish & Wildlife eDecs filing - nuances and tips. FDA Modernization, what is new and what you need to know. Lacey Act Phase VI of Implementation: Are we off to a good start? <i>Salons A-C</i>
	Moderator: Celeste Catano, Global Product Manager – Customs Management US, E2open
	Panelists: Robert Baca, Assistant Director, U.S. Department of Agriculture
	Dan Solis, Asst. Commissioner ORA, Office of Enforcement/Import Operations, FDA
	Rhyan Tompkins, ITDS/ACE Coordinator, U.S. Fish and Wildlife Service
	Jennifer Tucker, Deputy Administrator USDA National Organics Program
B.	Export Update. Export Modernization, Regulatory Changes, Airfreight Issues/Cargo Screening This session will provide you with up-to-date information about recent and upcoming regulatory changes. We will hear from CBP, the Bureau of Industry and Security (BIS) and a forwarding export who will discuss challenges are members are experiencing with airfreight. <i>Salons 1-3</i>
	Moderator: Paulette Kolba, Consultant, Paulette Kolba Consulting
	Panelists: Donna Mullins, President-CEO, Mullins International Solutions, LLC
	Jim Swanson, Director, Cargo Security and Controls, Cargo and Conveyance Security, CBP
	Richard Sylvestri, Senior Export Administration Specialist, US Department of Commerce, Bureau of Industry and Security's Western Regional Office (Irvine, CA)
12:30 pm	Networking Reception in Exhibit Hall. Sponsored by Mitchell, Silberberg & Knupp LLP <i>Salons 4-8</i>
1:00 pm	Keynote Luncheon: AnnMarie Highsmith, Executive Assistant Commissioner (EAC) ,Office of Trade, U.S. Customs and Border Protection (CBP). "CBP's Priorities and How We are Serving the Trade." Sponsored by PCC Logistics <i>Salons D-H</i>
2:30 pm	CONCURRENT SESSIONS
A.	West Coast CBP Port Directors Round Table. Adapting to the new normal of processing cargo at unprecedented volumes. Listen to our CBP port leadership team as they share their perspective on how they are addressing the port congestion challenges and shipping trends. Lessons learned, improved efficiencies, collaboration with trade associations, terminals, and cargo facilities to process legitimate cargo while maintaining enforcement actions to stop violative cargo from entering the U.S. <i>Salons 1-3</i>
	Moderator: Patty Tschaeppe, Chief Compliance Officer, J&K Fresh, LLC
	Panelists: Donald Kusser, Port Director Los Angeles/Long Beach Seaport, CBP
	Joseph Misenhelter, Officer in Charge, U.S. Customs and Border Protection (Otay Mesa)
	Bruce Murley, Area Port Director - Area Port of San Francisco, CBP
	Tyler Porter, Area Port Director of Portland, Oregon, CBP
	Zachary Thomas, Area Port Director, Area Port of Seattle, CBP
B.	CTPAT – What you Need to Know. You are tagged for a virtual CTPAT validation. How do you prepare? What should you expect? In this session we will learn from CBP's CTPAT expert what to do and, most importantly, what not to do. We will hear from a forwarder who recently went through the process and will get some real-life examples of best practices and the worst of the worst. We will discuss what to expect in the future and explore the benefits of all of this investment and work. Come ready to engage. <i>Salons A-C</i>
	Moderator: Heather Litman, Partner, Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt LLP
	Panelists: Adam Gunion, Supervisory Supply Chain Security Specialist, LA CTPAT Field Office
	Rex Sherman, Vice President Corporate Compliance, Green Worldwide Shipping LLC
3:45 pm	Coffee Break in Exhibit Hall. Sponsored by Port of San Diego. <i>Salons 4-8</i>
4:15 pm	CONCURRENT SESSIONS
A.	Attorney Panel and Regulatory Audit – 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. CBP Regulatory Audit update on Withhold Release Orders. <i>Salons A-C</i>
	Moderator: Myrna Aguilar-Sanchez, V.P. of Brokerage Operations, CASAS International Brokerage Inc. President, San Diego Customs Brokers Association
	Panelists: Michael Jackson, Associate, Meeks, Sheppard, Leo & Pillsbury
	Thomas Jesukiewicz, Field Director, Regulatory Audit, U.S. Customs and Border Protection
	Michael Roll, Partner, Roll & Harris LLP
	Cameron Roberts, Partner, Roberts & Kehagiaras LLP
	Erik Smithweiss, Partner, Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt LLP
B.	The FMC – Taking Action. Space is tight on ships but even worse, the terminals are jammed up resulting in high amounts of both Demurrage and Detention. It's out of control!! In this panel, we will learn different methods to address complaints and claims. We will also learn about the FMC's commitment to audit the carriers and will also discuss the FMC's compliance audits of forwarders and NVOCCs. <i>Salons 1-3</i>
	Moderator: Tina Lyons, Owner, Double River Forwarding
	Panelists: Paulette Kolba, Consultant, Paulette Kolba Consulting
	Rich Roche, Vice President of International Transportation, Mohawk Global Logistics.

	NCBFAA Transportation Committee NVOCC Sub-Committee Chairman
5:30 pm	PCC Trade Expansion Political Action Committee Jewelry Auction and Cocktail Reception. All invited. Update on PCC political activity – Find out who our friends are in Congress (and who are not!). <i>Conference Center Foyer</i>
7:00 pm	State Fair-Themed Dinner & Games. Sponsored by Roanoke. Bar Hosted by Countryman & McDaniel. <i>Ballroom Parking Lot</i>
After Hours	Hospitality Suite. Sponsored by PCC Logistics. <i>Salons 1-3</i>

Saturday, October 16

Exhibit Hall Open 8am-2:30pm

Audio/Visual Sponsored by Avalara * * * Charging Station Sponsored by Western Overseas

7:30 am	Keynote Breakfast: The World Has Changed – How and Where you will Work in the Future. David Shim, Information Technology Innovator. Sponsored by Ports of Los Angeles, Long Beach and Oakland. <i>Salons D-H</i>
9:15 am	GENERAL SESSION
	Round Table/Reimagine the Workplace – Who could have imagined that we would all be ZOOM savvy at this point? For many companies, it's time to come back to the office. For others it will be a Hybrid model. What is your company model? In this session we will hear from experts about what the “NEW NORMAL” may look like. We will hear from HR and risk assessment experts about the possible risks that all companies need to consider, and learn what employees and employers are looking for. <i>Salons D-H</i>
	Moderator: Eduardo “Lalo” Acosta, Vice President, R L Jones, San Diego, PCC President
	Panelists: Terry Cummings, Vice President, Sales, Roanoke Insurance Group
	Jan Fields, Director of Risk Management, John S James Co., NCBFAA President
	Susan K. Ross, Partner, Mitchell. Silberberg & Knupp, LLC
	Amy Morgan, Head of Trade Compliance, Atlanta AI
	Keith Sanchez, Executive Vice President, Growth, Avalon Risk Management
10:45 am	Coffee Break in Exhibit Hall. Sponsored by Roberts & Kehagiaras LLP <i>Salons 4-8</i>
11:15 am	GENERAL SESSION
	Ocean Shipping Challenges – Part I. A Call To Action - Port Congestion, Detention and Demurrage, Chassis, Rail, Infrastructure. <i>Salons D-H</i>
	Moderator: Bill Mongelluzzo, Senior Editor, Trans-Pacific , The Journal of Commerce
	Panelists: Bryan Brandes , Maritime Director, Port of Oakland
	Matt Schrap, Chief Executive Officer, Harbor Trucking Association
	Marcel Van Dijk, Cargo Marketing Manager, Port of Los Angeles
12:30 pm	Networking Reception. Sponsored by LA Customs Brokers & Freight Forwarders Assn. <i>Salons 4-8</i>
1:00 pm	Keynote Luncheon: OurManInDC Peter Friedmann, PCC Counsel. “Friedmann’s View from Washington DC – A Different Way to Understand Congress, Plus a Rapid-Fire Review of the Year and a Forecast -- Brokers/Forwarders Right In the Middle of Unprecedented Supply Chain Challenges.” Sponsored by FCL Logistics. <i>Salons D-H</i>
2:30 pm	GENERAL SESSION
	Ocean Shipping Challenges – Part II <i>Salons D-H</i>
	Moderator: Peter Friedmann, PCC Counsel
	Panelists: Scott Allen Case, Founder, Position: Global
	Roger Clarke, President Williams Clarke Company, Inc.
	Sandy Coty, Director, A.N. Deringer Inc, LACBFFA President
	Matt Hodson, Vice President, Enterprise Sales - Western Region, STG Logistics
	Brandon McDonnell, Vice President, PCC Logistics
	George Mitchell, General Manager, Managing Member, Mercer Logistics
	Rich Roche, Vice President of International Transportation, Mohawk Global Logistics. NCBFAA Transportation Committee NVOCC Sub-Committee Chairman
4:30 pm	Raffle Drawing & Refreshments OUTSIDE. Sponsored by Registrar Corp. <i>Resort Pool</i>
6:30 pm	Oktoberfest Themed Dinner Party Co-Sponsored by Avalon Risk Management, Price Transfer Inc. and ProSight Specialty Insurance. <i>Starlight Terrace</i>
10:00 pm	Hospitality Suite Sponsored by Price Transfer. <i>Salons 1-3</i>

Sunday, October 17

9:00 am	Closing Brunch. Sponsored Customs Brokers & Freight Forwarders Associations of San Diego, Northern California, Columbia River & Washington State and Sandler, Travis, & Rosenberg, P.A. <i>Salons D-H</i>
10:30 am	WESCCON Adjourns