

WESCCON 2024

Loews Coronado Bay Hotel, San Diego
October 17-20, 2024

Wednesday, October 16	
1-4:00 pm	PCC Board of Directors Meeting
6-8:00 pm	Early Bird Reception for Golfers and Other Early Arrivals
Thursday, October 17	
Exhibit Hall Open 1pm-6pm	
6:45 am	Golfers depart for Riverwalk Golf Club
7:30 am	Shot-Gun Tee Off for Annual Golf Tournament sponsored by PCC Logistics
1-6:00 pm	WESCCON Registration sponsored by Port of San Diego
3:00 pm	Annual Tennis Round Robin sponsored by Meeks, Shepherd, Leo & Pillsbury
4:30 pm -6:00 pm	Early Bird ACE Reports Overview
6:30 pm	Opening Reception sponsored by Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt LLP
8:30 pm	Hospitality Suite sponsored by EPIC Insurance Brokers & Tokio Marine-HCC
Friday, October 18	
Exhibit Hall Open 8am-6pm	
7:30 am	Keynote Breakfast Featuring Acting CBP Commissioner Troy Miller sponsored by International Bond & Marine Brokerage, Ltd.
<i>All day</i>	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 login credentials - the session is offered throughout the day. Reservations are required – sign up at Registration or at the WESCCON Office.
9:00 am	GENERAL SESSION
	<p>The Future of Customs Business. Discover customs brokers' crucial and evolving role in the rapidly changing customs business landscape. Explore the impact they will have on shaping the future of global trade.</p> <p>Moderator:</p> <ul style="list-style-type: none"> Heather Litman, Partner, Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt LLP <p>Panelists:</p> <ul style="list-style-type: none"> Brandon Lord, Executive Director, U.S. Customs and Border Protection Valla Olliver, Deputy Executive Director, Technical Operations Lead for Cargo Systems Program Directorate, U.S. Customs and Border Protection Shane Campbell, Deputy Executive Director, Cargo & Conveyance Security Directorate, U.S. Customs and Border Protection
9:50 am	Coffee Break in Exhibit Hall sponsored by Mitchell, Silberberg & Knupp LLP
10:20 am	CONCURRENT SESSIONS
A	<p>Cyber Security Downtime Procedures. Global trade relies heavily on digital technology, and it is crucial to have cybersecurity and downtime policies in place. Downtime, whether due to cyber incidents or system failures, can cause delays in cargo movement, compliance issues, and reduced customer trust. To mitigate these risks, it is vital to have a plan and understand CBP's expectations and procedures.</p> <p>Moderator:</p> <ul style="list-style-type: none"> Victoria Lane, Chief Compliance Officer, L.E. Coppersmith, LLC

	<p>Panelists:</p> <ul style="list-style-type: none"> • Brad Slutsky, Director, Cargo Security and Controls Division, Cargo and Conveyance Security, U.S. Customs and Border Protection • Shari McCann, Director, Commercial Operations, Revenue and Entry, Office of Trade, Customs and Border Protection • Geoffrey C. Powell, CEO, C.H. Powell Company
B	<p>Trucking – Past, Present, and Future: Trucking industry has seen significant impacts from the pandemic, port crises, severe weather events, supply and labor shortages, regulation and decarbonization. Adapting to the energy transition due to increasingly stricter emissions legislation and powergrid realities, this panel will discuss valuable insights into overcoming challenges and building resilience.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Matt Schrap, Chief Executive Officer at Harbor Trucking Association <p>Panelists:</p> <ul style="list-style-type: none"> • Rudy Diaz, Founder & CEO - Hight Logistics, Inc / Hight Electric • Peter Schneider, President at T.G.S. Logistics, Inc. & T.G.S. Transportation, Inc. • Will Mitchell, Executive VP, Commercial operations, Forum Mobility
11:10 am	CONCURRENT SESSIONS
A.	<p>Navigating the Complexities of Forced Labor: Practical Guidance for Customs Brokers. Learn how to navigate the complex landscape of forced labor regulations, including the Uyghur Forced Labor Prevention Act (UFLP). This panel will equip customs brokers with practical strategies to educate importers, assess supply chain risks, and prevent detentions. Discover best practices for compliance and effective responses to forced labor detentions.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Tia Sandberg, Compliance Manager at Total Logistics Resource, Inc., <p>Panelists:</p> <ul style="list-style-type: none"> • Alan Aprea, Center Director, Electronics Center of Excellence and Expertise, U.S. Customs and Border Protection • Eric Batt, Center Director, Apparel, Footwear & Textile Center of Excellence and Expertise, U.S. Customs and Border Protection • David Shaw, Assistant Center Director, Agriculture and Prepared Products Center of Excellence and Expertise, U.S. Customs and Border Protection • Katie Woodson, Assistant Director, Operations Division, Trade Remedy Law Enforcement Directorate Forced Labor Division
B	<p>Navigating the Complexities of Air Freight: A Call for Collaboration. Are you an air freight forwarder or broker who wants to improve your operations and make your customers happier? Join us in exploring the challenges and opportunities in our industry. We'll talk about how the TSA regulations after 9/11 have affected exports, including the rules we have to follow and the problems we face, as well as how to improve the import process, focusing on the best ways to handle paperwork and communication. This will help move cargo smoothly and strengthen cooperation between air carriers, forwarders, and importers. Let's work together to create a more efficient and effective air cargo ecosystem.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • David Harlow, President & CEO, ITC-Diligence International, Inc. <p>Panelists:</p> <ul style="list-style-type: none"> • Brandon Fried, Executive Director, The Air Forwarders Association • Matt Hodson, Vice President, ACT 2 Services, Inc.

	<ul style="list-style-type: none"> Tina Larsen, Director, Project Management, DSV Air & Sea US
12:00 pm	Networking Reception in Exhibit Hall sponsored by Hight Logistics
12:30 pm	Keynote Luncheon Featuring ‘OurManInDC’ Peter Friedmann Sponsored by PCC Logistics
2:00 pm	GENERAL SESSION
	<p>West Coast CBP Port Directors Panel This will include updates from all 5 West Coast CBP Port Directors covering sea, air, and truck transportation. The focus is on maintaining the continuity of CBP’s mission while addressing the distinct challenges different ports face.</p> <p>Moderator:</p> <ul style="list-style-type: none"> Patty Tschaepe, Chief Compliance Officer at J&K Fresh, LLC <p>Panelists:</p> <ul style="list-style-type: none"> Rosa Hernandez, Port Director, Otay Mesa-Tecate Ports of Entry Andrew Douglas, Port Director, Los Angeles Intl Airport Eric Batt, Center Director AFT (for) Area Port Director, San Francisco Port Mindy Rignel, Area Port Director, Area Port of Portland Jose Ortega, Area Port Director, Area Port of Seattle
3:00 pm	Coffee Break in Exhibit Hall sponsored by The Law Offices of George R. Tuttle
3:30 pm	CONCURRENT SESSIONS
A.	<p>Continuing Education for Licensed Customs Broker – Are you ready? Discover the most up-to-date Customs Broker Continued Education information directly from CBP Broker Management and the selected accreditors. Gain valuable insights into how individually licensed brokers can best prepare for the upcoming requirements.</p> <p>Moderator:</p> <ul style="list-style-type: none"> Federico (Kiko) C. Zuniga, NCBFAA Senior Counselor <p>Panelists:</p> <ul style="list-style-type: none"> Shari McCann, Director, Commercial Operations, Revenue and Entry, Office of Trade, U.S. Customs and Border Protection Elena Ryan, Special Advisor, Broker Continuing Education, Trade Policy & programs, Office of Trade, U.S. Customs and Border Protection Cynthia F. Whittenburg, Executive Vice President, NCBFAA National Education Institute Lenny Feldman, Managing Partner, Sandler, Travis & Rosenberg, P.A.
B	<p>CBP Trade Modernization, Where Are We? CBP has unveiled its 2024-2025 plan to accelerate the testing and adoption of global interoperability standards for trade technology. This will facilitate data exchange between diverse systems and bridge existing data silos in the global supply chain. We invite you to take a deep dive and find out the update on the current progress and an explanation of how Global Interoperability standards are being developed</p> <p>Moderator:</p> <ul style="list-style-type: none"> Sandra Langford-Coty, Director of Operational Development, A.N. Deringer <p>Panelists:</p> <ul style="list-style-type: none"> Vincent Annunziato, Director, Business Transformation & Innovation Division, Trade Transformation Office, Office of Trade, U.S. Customs and Border Protection Dan Solis, MHA, Assistant Commissioner for Import Operations, Office of Regulatory Affairs, U.S. Food and Drug Administration
4:20 pm	CONCURRENT SESSIONS
A	<p>Behind the scenes with CBP Fines Penalties, and Forfeitures Division. The FP&F Division creates policies for legal violations and significantly impacts enforcement actions taken by</p>

	<p>CBP and HSI. It is also responsible for protecting government revenue. Can any processes be modernized and automated? How does FP&F collaborate with CBP Centers and CBP Locals?</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Daniel Meylor, Director – Customs Administration & Compliance, Carmichael International Service. <p>Panelists:</p> <ul style="list-style-type: none"> • Lisa K Santana Fox, Director – Fines, Penalties and Forfeitures Division, Cargo & Conveyance Security, Office of Field Operations, U.S. Customs and Border Protection • Brad Slutsky, Director, Cargo Security and Controls Division, Cargo and Conveyance Security, U.S. Customs and Border Protection • Eric Batt, Center Director, Apparel, Footwear & Textile Center of Excellence and Expertise, U.S. Customs and Border Protection
B	<p>Ocean Shipping and Rail: An in-depth overview of an ocean carrier’s operational approach. A candid perspective from an Ocean Carrier Representative on current carrier issues, terminal operations, on-dock versus off-dock rail operations, rail carriers, intermodal and inland depots. Hear carriers’ calculus on global market demands, their effect on routing, and insights on bottlenecks/congestion.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Kashina Rees, CBP Supervisor at Odyssey International Service, WA <p>Panelists:</p> <ul style="list-style-type: none"> • Andrew Hwang, MBA, Director of Trans-Pacific Export and Government Affairs, Wan Hai Lines • Sherri Jackson, Executive VP Intermodal Sales, IMC Logistics
5:10 pm	PCC Trade Expansion Political Action Committee
7:00 pm	Luau Dinner Party Sponsored by Roanoke. Come dressed in your best Hawaiian attire!
10:00 pm	Hospitality Suite sponsored by NFI/Cal Cartage
Saturday, October 19 Exhibit Hall open 8 am-5 pm	
7:30 am	Keynote Breakfast Featuring Paul Bingham, S&P Global sponsored by the Ports of Long Beach, Los Angeles & Oakland
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 login credentials - the session is offered throughout the day. Reservations are required – sign up at Registration or at the WESCCON Office.
9:00 am	GENERAL SESSION
	<p>Guide to implementing AI in your business. Master the art of onboarding your entire staff and seamlessly integrating AI solutions. What are the essential tools to implement? How can you accurately identify the right problems to solve with AI? Learn how to leverage AI effectively and drive innovation in your business.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Sandra Langford-Coty, Director of Operational Development, A.N. Deringer. <p>Panelists:</p> <ul style="list-style-type: none"> • Vincent Iacopella, President of Trade and Government Relations, Alba Wheels Up • Cindy Allen, CEO and Managing Director, Trade Force Multiplier LLC • Mark Ketcham, Senior VP of Sales, Raft AI • John Pennypacker, VP of Sales and Marketing, Deep Cognition
10:00 am	Coffee Break in Exhibit Hall sponsored by NW Seaport Alliance
10:30 am	CONCURRENT SESSIONS

A	<p>AD/CVD Best Practices. The updated regulations for antidumping and countervailing duties have been enhanced with changes to filing requirements, scope, and circumvention measures, aiming to improve the enforcement of fair-trade practices. Navigate the ABI message to ascertain the scope and protect the brokers' interests.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Maria Bermejo, Branch Manager, A.N. Deringer <p>Panelists:</p> <ul style="list-style-type: none"> • Erik D. Smithweiss, Partner, Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt LLP • Lenny Feldman, Managing Partner, Sandler, Travis & Rosenberg, P.A. • Matt Zehner, VP of Surety Information and Analysis, Roanoke
B	<p>Export Compliance. Join us as we explore current and emerging export compliance issues and gain insights from the Bureau of Industry and Security (BIS) on tackling the challenges and opportunities forwarders encounter.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Tia Sandberg, Compliance Manager, Total Logistics Resource, Inc. <p>Panelists:</p> <ul style="list-style-type: none"> • Michael E. Hoffman, Director, Western Regional Office, Bureau of Industry and Security
11:20 am	CONCURRENT SESSIONS
A.	<p>PGA Panel Part 1 (CPSC & APHIS- Lacey Act). Discover any PGA challenges that will affect your company and your clients—covering The Lacey Act enforcement of the import declaration with the final phase (Phase VII) beginning December 1, 2024. Getting ready with The Consumer Product Safety Commission and the mandatory filing of electronic certificates in 2025. These deadlines are quickly approaching. Bring your questions and issues to receive answers from PGA experts.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Adam Lees, VP of Customs Brokerage, Alba Wheels Up International, Inc. <p>Panelists:</p> <ul style="list-style-type: none"> • Lisa Schultz, Compliance Investigator, Office of Import Surveillance, Consumer Product Safety Commission • Erin Otto, National Policy Manager - Lacey Act, Animal and Plant Health Inspection Service, U.S. Department of Agriculture
B.	<p>The shifting sands of disruption and risk you need to manage in your supply chain. Today's supply chains are under enormous stress. Our industry has seen major impacts from the pandemic, port crises, severe weather events, and supply and labor shortages, all of which have added to shipping delays. This panel will discuss valuable insights into overcoming disruptions and building resilience.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Peter Friedmann, Counsel, Pacific Coast Council <p>Panelists:</p> <ul style="list-style-type: none"> • Mike Brown, President & CEO, Avalon Risk Management • Dave Arsenault, President at GSC Logistics, Inc. • Kevin Carney, Business Development, Intl Bond & Marine
12:10 pm	Networking Reception sponsored by Sandler, Travis & Rosenberg P.A.
12:40 pm	Keynote Luncheon Featuring Kevin McAleenan Former Acting Secretary of Homeland Security and Commissioner of Customs sponsored by FCL Logistics
2:10 pm	GENERAL SESSION
	West Coast Ports Panel: Latest updates, challenges, and emerging trends.

	<p>Moderator:</p> <ul style="list-style-type: none"> • Peter Friedmann, Counsel, Pacific Coast Council <p>Panelists:</p> <ul style="list-style-type: none"> • Steve Balaski, NW Seaport Alliance • Randy Fischer, Port of Portland • Ron Brown, Port of Oakland • Marcel Van Dijk, Port of LA • Tonya Payne, Port of Long Beach • Greg Borossay, Port of San Diego
3:20 pm	CONCURRENT SESSIONS
A	<p>PGA Panel Part 2 (AMS Organics & FDA). Continued discussion of PGA challenges that will affect your company and your clients—the challenges and successes after the launch of the electronic Import Certificate by the USDA National Organics Program. Gain value updates and insights from the FDA.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Adam Lees, VP of Customs Brokerage, Alba Wheels Up International, Inc. <p>Panelists:</p> <ul style="list-style-type: none"> • Dr. Jennifer Tucker, Deputy Director, National Organics Program, Agricultural Marketing Service, U.S. Department of Agriculture • Dan Solis, MHA, Assistant Commissioner for Import Operations, Office of Regulatory Affairs, U.S. Food and Drug Administration
B	<p>Centralized Examination Stations (CES) Procedural Challenges Operational flow and procedures for exams at CES. Gain comprehensive insights into the processes and steps involved in navigating and effectively enhancing your exam experience.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Kiera Conlan, Global Accounts at UWL <p>Panelists:</p> <ul style="list-style-type: none"> • George Mitchell, General Manager, Managing Member, Mercer Distribution • Brandon McDonnell, Vice President, PCC Logistics • Alicia Lalau, CES Manager, Price Transfer, Inc.
4:10 pm	CONCURRENT SESSIONS
A	<p>Attorney Panel – You know it’s time to call an attorney when..... Join our esteemed panel of trade attorneys as they delve into pivotal trade-related issues, offering valuable insights and expert guidance on best practices and potential pitfalls to avoid. Take advantage of this opportunity to gain invaluable knowledge from their expertise.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Norman Harris III, Customs Brokerage Manager, NNR Global Logistics <p>Panelists:</p> <ul style="list-style-type: none"> • Su Ross, Attorney, Mitchell Silberberg & Knupp LLP • Richard Wortman, Partner, Grunfeld Desiderio Lebowitz Silverman Klestadt LLP • George Tuttle III, Trade Attorney at Tuttle Law Offices • Jay Acayan, Partner at Roberts & Kehagiaras LLP
B	<p>FMC Final Rule and D&D Billing. Explanation of FMC Final D&D Rules, Consumer Affairs, Dispute Resolution Services (CADRS), and carrier billing reform. Learn about the regulations and how to address your D&D complaints effectively.</p> <p>Moderator:</p>

	<ul style="list-style-type: none"> • Peter Friedmann, Counsel, Pacific Coast Council <p>Panelists:</p> <ul style="list-style-type: none"> • Rich Roche, Vice President, Mohawk Global Logistics • Cameron Roberts, Managing Partner, Roberts & Kehagiaras LLP • Peter Schneider, President, T.G.S. Logistics, Inc. & T.G.S. Transportation, Inc.
5:00pm	Raffle Drawing & Refreshments sponsored by Registrar Corp.
7:00 pm	Pirates of the Pacific Themed Dinner Party sponsored by Avalon Risk Management, Price Transfer and Co/Action Specialty Insurance
9:30 pm	Hospitality Suite sponsored by Price Transfer
Sunday, October 20	
9:00 am	Closing Brunch sponsored by the Customs Brokers & Freight Forwarders Associations of San Diego, Los Angeles, Northern California, Columbia River and Washington State.
10:30 am	WESCCON Adjourns.