

# 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	
6:00 am	Golfers depart for Riverwalk Golf Club
7:30 am	Shot-Gun Tee Off for Annual Golf Tournament sponsored by <a href="#">PCC Logistics</a>
1-6:00 pm	WESCCON Registration sponsored by <a href="#">Port of San Diego</a>
3:00 pm	Annual Tennis Round Robin sponsored by <a href="#">Meeks, Shepherd, Leo &amp; Pillsbury</a>
4:30 pm -6:00 pm	<b>Early Bird ACE Reports Overview</b>
6:30 pm	Opening Reception sponsored by <a href="#">Grunfeld, Desiderio, Lebowitz, Silverman &amp; Klestadt LLP</a>
8:30 pm	Hospitality Suite sponsored by <a href="#">EPIC Insurance Brokers &amp; Tokio Marine-HCC</a>
Friday, October 18	
	<b>Exhibit Hall Open 8am-6pm</b>
7:30 am	<b>Keynote Breakfast Featuring Acting CBP Commissioner Troy Miller</b> sponsored by <a href="#">International Bond &amp; Marine Brokerage, Ltd.</a>
All day	<b>How to Navigate ACE Portal - Import/Export/New Reports Universe</b> 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	<b>CONCURRENT SESSIONS</b>
A	<b>The Future of Customs Business.</b> 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. <b>Moderator:</b> <ul style="list-style-type: none"><li>Heather Litman, Partner at GDLSK LLP</li></ul> <b>Panelists:</b> <ul style="list-style-type: none"><li>Brandon Lord, Executive Director, U.S. Customs and Border Protection</li><li>Valla Olliver, Deputy Executive Director, Technical Operations Lead for Cargo Systems Program Directorate, U.S. Customs and Border Protection</li></ul>
B	<b>FMC - Off-the-Record Discussion</b> <b>Moderator:</b> <ul style="list-style-type: none"><li>Peter Friedmann, Counsel, Pacific Coast Council</li></ul> <b>Panelists:</b> <ul style="list-style-type: none"><li>Federal Maritime Commission- TBA</li><li>Rich Roche, Vice President, Mohawk Global Logistics</li></ul>
9:50 am	<b>CONCURRENT SESSIONS</b>
A	<b>Cyber Security Downtime Procedures.</b> 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,

	<p>and reduced customer trust. To mitigate these risks, it is vital to have a plan and understand CBP's expectations and procedures.</p> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>Victoria Lane, Chief Compliance Officer ,L.E. Coppersmith, LLC</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>Brad Slutsky, Director, Cargo Security and Controls Division, Cargo and Conveyance Security, U.S. Customs and Border Protection</li> <li>Shari McCann, Director, Commercial Operations, Revenue and Entry, Office of Trade, Customs and Border Protection</li> <li>Geoffrey C. Powell, CEO, C.H. Powell Company</li> </ul>
B	<p><b>Navigating the Complexities of Air Freight: A Call for Collaboration.</b> 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><b>Moderator:</b> TBA</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>Brandon Fried, Executive Director, The Air Forwarders Association</li> <li>Matt Hodson, Vice President, ACT2 Services, Inc.</li> </ul>
10:40 am	<b>Coffee Break in Exhibit Hall</b> sponsored by <a href="#">Mitchell, Silberberg &amp; Knupp LLP</a>
11:10 am	<b>CONCURRENT SESSIONS</b>
A.	<p><b>Navigating the Complexities of Forced Labor: Practical Guidance for Customs Brokers.</b> 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><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>Tia Sandberg, Compliance Manager at Total Logistics Resource, Inc.,</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>Alan Aprea, Center Director, Electronics Center of Excellence and Expertise, U.S. Customs and Border Protection</li> <li>Eric Batt, Center Director, Apparel, Footwear &amp; Textile Center of Excellence and Expertise, U.S. Customs and Border Protection</li> <li>David Shaw, Assistant Center Director, Agriculture and Prepared Products Center of Excellence and Expertise, U.S. Customs and Border Protection</li> <li>Katie Woodson, Assistant Director, Operations Division, Trade Remedy Law Enforcement Directorate Forced Labor Division</li> </ul>
B	<p><b>Trucking – Past, Present, and Future:</b> Adapting to the energy transition due to increasingly stricter emissions legislation and growing demand from the market for more sustainable transportation. Adapting to an unpredictable economy, maximizing operational efficiency during upturns, and being more agile and resilient to the next downturn.</p> <p><b>Moderator:</b> TBA</p>

	<p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Matt Schrap, Chief Executive Officer at Harbor Trucking Association</li> <li>• Rudy Diaz, Founder &amp; CEO - Hight Logistics, Inc / Hight Electric</li> <li>• Peter Schneider, President at T.G.S. Logistics, Inc. &amp; T.G.S. Transportation, Inc.</li> </ul>
12:00 pm	<b>Networking Reception</b> in Exhibit Hall sponsored by <a href="#">Hight Logistics</a>
12:30 pm	<b>Keynote Luncheon Featuring ‘OurManInDC’ Peter Friedmann</b> Sponsored by <a href="#">PCC Logistics</a>
2:00 pm	<b>GENERAL SESSION</b>
	<p><b>West Coast CBP Port Directors Panel</b> 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><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Patty Tschaepe, Chief Compliance Officer at J&amp;K Fresh, LLC</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Rosa Hernandez, Port Director, Otay Mesa-Tecate Ports of Entry</li> <li>• Africa Bell, Port Director, Los Angeles/ Long Beach Port</li> <li>• Bruce W. Murley, Area Port Director, San Francisco Port</li> <li>• Mindy Rignel, Area Port Director, Area Port of Portland</li> <li>• Jose Ortega, Area Port Director, Area Port of Seattle</li> </ul>
3:00 pm	<b>Coffee Break</b> in Exhibit Hall sponsored by <a href="#">Sandler, Travis &amp; Rosenberg P.A.</a>
3:30 pm	<b>CONCURRENT SESSIONS</b>
A.	<p><b>Continuing Education for Licensed Customs Broker – Are you ready?</b> 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><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Federico (Kiko) C. Zuniga, NCBFAA Senior Counselor</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Shari McCann, Director, Commercial Operations, Revenue and Entry, Office of Trade, U.S. Customs and Border Protection</li> <li>• Elena Ryna, Special Advisor, Broker Continuing Education, Trade Policy &amp; programs, Office of Trade, U.S. Customs and Border Protection</li> <li>• Cynthia F. Whittenburg, Executive Vice President, NCBFAA National Education Institute</li> <li>• Lenny Feldman, Managing Partner, Sandler, Travis &amp; Rosenberg, P.A.</li> </ul>
B	<p><b>The shifting sands of disruption and risk you need to manage in your supply chain.</b> 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><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Peter Friedmann, Counsel, Pacific Coast Council</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Dave Arsenault, President at GSC Logistics, Inc</li> <li>• Mike Brown, President, CEO and a partner, Avalon Risk Management</li> </ul>

4:20 pm	<b>CONCURRENT SESSIONS</b>
A	<p><b>Behind the scenes with CBP Fines Penalties, and Forfeitures Division.</b> The FP&amp;F Division creates policies for legal violations and significantly impacts enforcement actions taken by CBP and HSI. It is also responsible for protecting government revenue. Can any processes be modernized and automated? How does FP&amp;F collaborate with CBP Centers and CBP Locals?</p> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Daniel Meyler, Director - Customs Administration &amp; Compliance, Carmichael International Service.</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Lisa K Santana Fox, Director - Fines, Penalties and Forfeitures Division, Cargo &amp; Conveyance Security, Office of Field Operations, U.S. Customs and Border Protection</li> <li>• Alan Aprea, Center Director, Electronics Center of Excellence and Expertise, U.S. Customs and Border Protection</li> <li>• Eric Batt, Center Director, Apparel, Footwear &amp; Textile Center of Excellence and Expertise, U.S. Customs and Border Protection</li> </ul>
B	<p><b>Ocean Shipping and Rail: An in-depth overview of an ocean carrier's operational approach.</b> 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><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Andrew Hwang, MBA, Director of Trans-Pacific Export and Government Affairs, Wan Hai Lines</li> </ul>
5:10 pm	<b>PCC Trade Expansion Political Action Committee</b>
7:00 pm	<b>Luau Dinner Party</b> Sponsored by <a href="#">Roanoke</a> . Come dressed in your best Hawaiian attire!
10:00 pm	<b>Hospitality Suite</b> sponsored by <a href="#">NFI/Cal Cartage</a>
<b>Saturday, October 19</b> <span style="float: right;"><b>Exhibit Hall open 8 am-5:15 pm</b></span>	
7:30 am	<b>Keynote Breakfast Featuring Paul Bingham, S&amp;P Global</b> sponsored by the <a href="#">Ports of Long Beach, Los Angeles &amp; Oakland</a>
All day	<b>How to Navigate ACE Portal: Import/Export/New Reports Universe</b> 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	<b>GENERAL SESSION</b>
	<p><b>Guide to implementing AI in your business.</b> 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><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Sandra Langford-Coty, Director of Operational Development, A.N. Deringer.</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Vincent Iacopella, President of Trade and Government Relations, Alba Wheels Up</li> <li>• Cindy Allen, CEO and Managing Director, Trade Force Multiplier LLC</li> <li>• Mark Ketcham, Senior VP of Sales, Raft AI</li> <li>• John Pennypacker, VP of Sales and Marketing, Deep Cognition</li> </ul>
10:00 am	<b>Coffee Break in Exhibit Hall</b> sponsored by <a href="#">NW Seaport Alliance</a>
10:30 am	<b>CONCURRENT SESSIONS</b>

A	<p><b>AD/CVD Best Practices.</b> 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><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Mari Bermejo, Branch Manager, A.N. Deringer</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Erik D. Smithweiss, Partner, Grunfeld, Desiderio, Lebowitz, Silverman &amp; Klestadt LLP</li> <li>• Lenny Feldman, Managing Partner, Sandler, Travis &amp; Rosenberg, P.A.</li> <li>• Matt Zehner, VP of Surety Information and Analysis, Roanoke</li> </ul>
B	<p><b>Export Compliance.</b> 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><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Tia Sandberg, Compliance Manager, Total Logistics Resource, Inc.</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Michael E. Hoffman, Director, Western Regional Office, Bureau of Industry and Security</li> </ul>
11:20 am	<b>Coffee Break in Exhibit Hall</b> sponsored by <a href="#">LA Customs Brokers &amp; Forwarders Assn.</a>
11:50 am	<b>CONCURRENT SESSIONS</b>
A.	<p><b>PGA Panel Part 1 (CPSC &amp; APHIS- Lacey Act).</b> 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><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Adam Lees, VP of Customs Brokerage, Alba Wheels Up International, Inc.</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Sabrina Keller, Deputy Director, Office of Import Surveillance, Consumer Product Safety Commission</li> <li>• Erin Otto, National Policy Manager - Lacey Act, Animal and Plant Health Inspection Service, U.S. Department of Agriculture</li> </ul>
B.	<p><b>De-risking Risks in the 21st Century</b></p> <p>Insurance sureties provide risk coverage to importers with import bonds, brokers with E&amp;O, forwarders with marine insurance, warehouses with cargo insurance and carriers with transportation insurance. Our surety partners are on hand to share their case studies and expertise on safeguarding risks, lend their expertise on what to do when an "incident" happens like what is "general average" or "war risk". Thankfully, our surety partners have got these concerns covered.</p> <p><b>Moderator:</b> TBA</p> <p><b>Panelists:</b> TBA</p>
12:40 pm	<b>Networking Reception</b>
1:10 pm	<b>Keynote Luncheon Featuring Kevin McAleenan Former Acting Secretary of Homeland Security and Commissioner of Customs</b> sponsored by <a href="#">FCL Logistics</a>
2:40 pm	<b>GENERAL SESSION</b>
	<b>West Coast Ports Panel:</b> Latest updates, challenges, and emerging trends.

	<p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Peter Friedmann, Counsel, Pacific Coast Council</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Steve Balaski, NW Seaport Alliance</li> <li>• Randy Fischer, Port of Portland</li> <li>• Ron Brown, Port of Oakland</li> <li>• Marcel Van Dijk, Port of LA</li> <li>• Tonya Payne, Port of Long Beach</li> <li>• Greg Borossay, Port of San Diego</li> </ul>
3:40 pm	<b>CONCURRENT SESSIONS</b>
A	<p><b>PGA Panel Part 2 (AMS Organics &amp; FDA).</b> 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><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Adam Lees, VP of Customs Brokerage, Alba Wheels Up International, Inc.</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Dr. Jennifer Tucker, Deputy Director, National Organics Program, Agricultural Marketing Service, U.S. Department of Agriculture</li> <li>• Dan Solis, MHA, Assistant Commissioner for Import Operations, Office of Regulatory Affairs, U.S. Food and Drug Administration</li> </ul>
B	<p><b>Centralized Examination Stations (CES) Procedural Challenges</b> 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><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Kiera Conlan, Global Accounts at UWL</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• George Mitchell, General Manager, Managing Member, Mercer Distribution</li> <li>• Brandon McDonnell, Vice President, PCC Logistics</li> <li>• Alicia Lalau, CES Manager, Price Transfer, Inc.</li> </ul>
4:30 pm	<b>CONCURRENT SESSIONS</b>
A	<p><b>Attorney Panel – You know it’s time to call an attorney when.....</b> 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><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Norman Harris III, Customs Brokerage Manager, NNR Global Logistics</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Su Ross, Attorney, Mitchell Silberberg &amp; Knupp LLP</li> <li>• Richard Wortman, Partner, Grunfeld Desiderio Lebowitz Silverman Klestadt LLP</li> <li>• George Tuttle III, Trade Attorney at Tuttle Law Offices</li> </ul>
B	<p><b>FMC Final Rule and D&amp;D Billing.</b> Explanation of FMC Final D&amp;D Rules, Consumer Affairs, Dispute Resolution Services (CADRS), and carrier billing reform. Learn about the regulations and how to address your D&amp;D complaints effectively.</p> <p><b>Moderator:</b> TBA</p>

	<p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Rich Roche, Vice President, Mohawk Global Logistics</li> <li>• Cameron Roberts, Managing Partner, Roberts &amp; Kehagiaras LLP</li> <li>• Peter Schneider, President, T.G.S. Logistics, Inc. &amp; T.G.S. Transportation, Inc.</li> </ul>
5:20 pm	<b>Raffle Drawing &amp; Refreshments</b> sponsored by <a href="#">Registrar Corp.</a>
7:00 pm	<b>Pirates of the Pacific Themed Dinner Party</b> sponsored by <a href="#">Avalon Risk Management, Price Transfer and Co/Action Specialty</a>
9:30 pm	<b>Hospitality Suite</b> sponsored by <a href="#">Price Transfer</a>
<b>Sunday, October 20</b>	
9:00 am	<b>Closing Brunch</b>
10:30 am	WESCCON Adjourns.