

West Coast  
**TRADE**  
**SYMPOSIUM**  
**2017**



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2017 WEST COAST  
TRADE SYMPOSIUM

“LOOKING AHEAD TOGETHER:  
WHAT’S NEXT FOR TRADE?”

MAY 24-25, 2017  
SCOTTSDALE, AZ



U.S. Customs and  
Border Protection



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conversation using #2017WCTS



# SCHEDULE

## TUESDAY, MAY 23, 2017

**05:00pm – 07:00pm**

Location: Grand Ballroom Foyer

▶ **PRE-REGISTRATION CHECK-IN**

Open to confirmed registrants

## WEDNESDAY, MAY 24, 2017

**07:00am – 11:30am**

Location: Grand Ballroom Foyer

▶ **REGISTRATION CHECK-IN**

Open to confirmed registrants. Onsite registration will be offered.

**08:00am – 08:05am**

Room Location: Grand Ballroom

▶ **WELCOME**

**Speaker:** **Valarie Neuhart**, Acting Director, Office of Trade Relations (OTR), Office of the Commissioner (OC), CBP

**08:05am – 08:20am**

Room Location: Grand Ballroom

▶ **OPENING REMARKS**

**Speaker:** **Kevin McAleenan**, Acting Commissioner, CBP

**08:20am – 09:35am**

Room Location: Grand Ballroom

### **Prioritizing American Prosperity**

This session will discuss trade priorities under the new administration, the recent trade enforcement Executive Orders, and CBP's path forward. Panelists will discuss how CBP and the trade industry can work together to effectively enforce and facilitate legitimate trade.

» **Moderator:**

- **Brenda B. Smith**, Executive Assistant Commissioner, OT, CBP

» **Panelists:**

- **John Leonard**, Executive Director, Trade and Policy and Planning, OT, CBP
- **Troy Riley**, Executive Director, Commercial Targeting & Enforcement, OT, CBP
- **Jerry Cook**, Vice President, Government and Trade Relations, Hanes Brands, Inc.
- **Eric Miller**, President, Rideau Potomac Strategy

**09:35am – 09:50am**

Location: Grand Ballroom Foyer

▶ **BREAK**

**09:50am – 11:05am**

Room Location: Grand Ballroom

### **BIEC Vision**

This session will be an overview of plans to continue interagency efforts under the Border Interagency Executive Council (BIEC) to streamline the U.S. Government's import requirements.

**Moderator:**

- **Cynthia Whittenburg**, Deputy Executive Assistant Commissioner, OT, CBP

» **Panelists:**

- **Geoff Powell**, President, National Customs Brokers & Forwarders Association of America (NCBFAA)
- **Robert Berczik**, International Issues Analyst USDA, Food Safety and Inspection Service
- **Bruce Harsh**, Director, Office of Supply Chain, U.S. Department of Commerce



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# SCHEDULE

## WEDNESDAY, MAY 24, 2017

**11:05am – 11:20am**

Location: Grand Ballroom Foyer

▶ **BREAK**

**11:20am – 12:30pm**

Room Location: Grand Ballroom

### Driving Global Innovation

The incorporation of innovative technology and new business processes can provide great benefits for the global supply chain in security, facilitation, and risk management. This panel seeks to consider the question of how best to drive innovation and best practices with the international community. Discussion will be scoped around the new innovative initiatives that CBP and industry are exploring such as block chain, universal identifiers, and risk management analytics in the global supply chain. Panelists will discuss best practices and lessons learned from the roll-out of past industry innovations and how such lessons can be applied towards driving and adopting future innovations.

» **Moderator:**

- **Deborah Augustin**, Executive Director, Trade Transformation Office, CBP

» **Panelists:**

- **Jim McLaughlin**, Executive Director, OIT, CBP
- **Alan Cohn**, Of Counsel, Steptoe & Johnson LLP and Principal, ADC/Strategy Works, LLC
- **Tom Overacker**, Assistant Director, Cargo Targeting, CBP
- **Anil John**, Program Manager, Cyber Security Division, Science and Technology Directorate, DHS

**12:30pm – 2:00pm**

Room Location: Forum (lower level)

▶ **KEYNOTE LUNCHEON**

**2:00pm – 2:15pm**

Location: Grand Ballroom Foyer

▶ **BREAK**

**2:15pm – 3:45pm**

Room Location: Grand Ballroom

### COAC Town Hall

Panelist will provide insight into how collaboration with CBP and Partner Government Agencies (PGA) have been relevant to the implementation and of key trade priorities.

» **Moderator:**

- **Valarie Neuhart**, Acting Director, OTR, CBP

» **Panelists:**

- **Julie Ann Parks**, Director, Global Trade Organization Global Business Services – Finance, Raytheon Company
- **Vincent Iacopella**, Executive Vice President, Growth and Strategy, Alba Wheels Up International, Inc.
- **Adam W. Salerno**, Executive Director, Global Supply Chain & Trade Facilitation, U.S. Chamber of Commerce
- **Michael Young**, Vice President of Business Processes and Systems, Orient Overseas Container Line Limited (OOCL USA)



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# SCHEDULE

THURSDAY, MAY 25, 2017



## 07:00am – 11:00am

Location: Grand Ballroom Foyer

### ▶ REGISTRATION CHECK-IN

Open to all confirmed registrants. Onsite registration will be offered.

### ▶ BREAKOUT SESSIONS

Each session repeats three times with the same presenters with the exception of the Small Business track, which has different speakers and topics. The 1st Streamlining Processes session will focus on Importers, the 2nd on Customs Brokers, and 3rd on Carriers.

## 08:00am – 09:30am

Room Location: North Forum

### Centers Roundtable (speed chat format)

The Centers of Excellence and Expertise (Centers) will conduct interactive discussions with participants through an individual round-table style format. The Centers will spend time at each table hosting conversations focusing on trade enforcement, strategic trade processing, industry collaboration, efficiencies gained and account based principles. This is an opportunity to have an up-close and personal discussion around the mission and operational focus of the Centers.

#### » Facilitators:

- **Susan Thomas**, Director, OFO, CBP
- **Lori Whitehurst**, Branch Chief, OFO, CBP

### Enforcement:

How Centers are elevating risk segmentation to the national perspective and how the Ports and Centers interact to achieve trade enforcement initiatives.

- **Judy Staudt**, Automotive & Aerospace, ACD, Enforcement
- **James Snider**, Apparel, Footwear & Textiles, ACD, Enforcement
- **Gary Melofchik**, Agriculture & Prepared Products, ACD, Enforcement
- **Lisa Santan Fox**, Pharmaceuticals, Health & Chemicals, ACD, Enforcement

### Partnership:

How Centers are distinguishing account management vs. account based processing and how cross-education efforts are being achieved.

- **Michael Dean**, Base Metals, ACD, Partnership
- **Linda Golf**, Consumer Products & Mass Merchandising, ACD, Partnership
- **Jeffrey Saum**, Petroleum, Natural Gas & Minerals, ACD, Partnership

### Compliance:

How Centers are verifying compliance with PTI related programs and developing strategic initiatives to validate trade activities being conducted within their industry sector.

- **Jorge Garcia**, Electronics, ACD, Validation & Compliance
- **Bob Bekalarski**, Industrial & Manufacturing Materials, ACD, Enforcement
- **Juan Porras**, Machinery, ACD, Enforcement



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## THURSDAY, MAY 25, 2017



### ► BREAKOUT SESSIONS CONTINUED

Room Location: North Ballroom

#### **E-Commerce**

Today, e-commerce allows for more expedient cross-border transactions, as individual packages shipped directly to consumers around the world now replace traditional 40-foot shipping containers. This ease and expediency provided the opportunity for business of all sizes to compete on a global scale. This panel focuses on the movement and security of e-commerce packages.

» **Moderator:**

- **Micheal Walsh**, Director, IPR & E-Commerce Division, OT, CBP

» **Panelists:**

- **Manuel Garza**, Director, Manifest & Conveyance Security Division, OFO, CBP
- **Donna Cook**, Managing Director, FedEx Express
- **Shoshana Groves**, Chief Executive Officer, Bridge International, Inc.
- **Kasie Brill**, Senior Director, Brand Protection, Global Intellectual Property

Room Location: Center Ballroom

#### **EAPA Investigations: CBP's New Authority to Combat Evasion**

This panel will delve into the newly established Enforce and Protect Act (EAPA) investigations, which pursue allegations of importers' evasion of their anti-dumping and countervailing duties. In February 2016, Congress provided this new authority for CBP, directing on-the-record, multi-party, and transparent administrative proceedings where parties can both participate in and learn the outcome of the investigation. Since that authorization, CBP has promulgated regulations, established procedures, and begun investigations under this new authority. Panelists will discuss these new procedures and provide updates on how these new investigations have been progressing.

» **Moderator:**

- **Troy Riley**, Executive Director, OT, CBP

» **Panelists:**

- **Carrie Owens**, Director of Enforcement Operations Trade Remedy Law Enforcement Directorate, OT, CBP
- **Frederick P. Waite**, Of Counsel Vorys, Sater, Seymour and Pease LLP
- **Joseph Arcuri**, Senior Auditor, OT, CBP

#### **Small Business Track (3 panels)**

What opportunities exist for small business to work with consumers and other businesses? This panel will explore how small business interacts with companies in various industries and what opportunities for small business owners exist in a quickly growing e-commerce arena.

#### **PANEL 1: Small Business Resources**

This panel will give invaluable insight to the various resources as well as the regulatory fairness rights available to the small business owner. The discussion

Room Location: South Ballroom



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## ► BREAKOUT SESSIONS CONTINUED

will offer information on numerous programs offered by the Small Business Administration including guaranteed loans and bonding programs (surety bonds). Learn how to set up a customer base and remain competitive in the ever-changing marketplace through programs offered by Small Business Development Centers (SBDCs) across the United States as well as how to procure contracts with federal government agencies.

### » Moderator:

- **Kristine Kassell**, Regulatory Fairness Board Ombudsman

### » Panelists:

- **Ivette Jorge**, Small Business Specialist, Office of Acquisitions, CBP
- **Kristian Richardson**, Director, U.S. Commercial Service Arizona, Department of Commerce
- **Delia Gomez**, Trade Specialist, Small Business Administration
- **Janice Washington**, State Director, America's Small Business Development Center, Arizona Network

## Streamlining Processes Track (3 panels)

In the past few years, CBP and the trade industry have collaboratively secured many successes in streamlining trade processes. These panel discussions will solicit feedback on how to move forward outstanding recommendations and new ideas for process improvements important to CBP, importers, brokers, and other trade stakeholders.

### PANEL 1:

#### Listening Session- Streamlining Processes-Importer

This Session will focus on Importers and their service providers.

### » Facilitator:

- **Randy Mitchell**, Director, Trade Policy and Programs, OT, CBP

### » Panelist:

- **Kat Druitt**, Director, Financial Solutions Program Management Office, OF, CBP
- **Tom Gould**, Senior Director, Customs & International Trade, Sandler, Travis & Rosenberg, P.A.
- **Stuart D. Schmidt**, Manager, Trade Compliance, UPS
- **Chris Floersch**, Manager, Trade Services, Honda
- **Donna Dedeaux**, Branch Chief, Cargo and Conveyance Security, OFO, CBP
- **Jeanne Cardona**, Executive Director, Association of Ship Brokers & Agents

Room Location: South East Forum

**09:30am – 09:45am**

Location: Grand Ballroom Foyer

► **BREAK**

**09:45am – 11:15am**

Location: North Forum

## Centers Roundtable (speed chat format)

The Centers of Excellence and Expertise (Centers) will conduct interactive



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## ► BREAKOUT SESSIONS CONTINUED

discussions with participants through an individual round-table style format. The Centers will spend time at each table hosting conversations focusing on trade enforcement, strategic trade processing, industry collaboration, efficiencies gained and account based principles. This is an opportunity to have an up-close and personal discussion around the mission and operational focus of the Centers.

Room Location: North Ballroom

### **E-Commerce**

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Room Location: South Ballroom

### **Small Business Track**

#### **PANEL 2:**

#### **The Business of Small Business**

Is there a window of opportunity for Small Businesses to work in conjunction with consumers as well as other businesses? This panel will explore compliance issues, transportation and logistics, as well as national and international business models; delve into the importance of building relationships with other industries in such a rapidly growing e-commerce arena.

#### » **Moderator:**

- **Shaun Keller**, Chief, E-Commerce and Small Business Branch, OT, CBP

#### » **Panelists:**

- **Al Kaufman**, Senior Vice President of Technical Affairs at The Toy Association
- **Rene Romero**, President, Customs Broker and Freight Forwarder, AM-Mex International
- **Megan Giblin**, Director, Customs and Trade Facilitation, United States Council for International Business (USCIB)
- **Lisa Schimmelpfenning**, Vice President, Importer/Export, Compliance and Administration, Wal-Mart Stores, Inc.

South East Forum

### **Streamlining Processes Track**

#### **PANEL 2:**

#### **Listening Sessions- Streaming Processes- Customs Brokers**

This Session will focus on Customs Brokers and their service providers.



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# SCHEDULE

THURSDAY, MAY 25, 2017



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## ▶ BREAKOUT SESSIONS CONTINUED

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**11:15am – 11:30am**

Location: Grand Ballroom Foyer

## ▶ BREAK

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**11:30am – 1:00pm**

Room Location: North Forum

### Centers Roundtable (speed chat format)

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Room Location: North Ballroom

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Room Location: Center Ballroom

### EAPA Investigations: CBP's New Authority to Combat Evasion

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Room Location: South Ballroom

## Small Business Track

### PANEL 3:

#### What You Need To Know & How To Get It Right

Understanding AD/CVD, PGA requirements, and FTAs; avoiding risks and finding opportunities. Antidumping and Countervailing Duty (AD/CVD), Partner Government Agencies (PGAs), and Free Trade Agreements are important areas in the importing process which can pose added risks and costs to those not involved regularly with these topics. This panel will cover basic concepts related to each topic and share ideas as to how small businesses can avoid pitfalls, risks, and potentially added costs, and can work with CBP to strengthen the compliance and integrity of international trade. Opportunities for small businesses will also be explored such as how PGAs and the One U.S. Government at the Border effort can minimize costs to the trade.



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### ► BREAKOUT SESSIONS CONTINUED

#### » Moderator:

- **John P. Leonard**, Executive Director, Trade Policy and Programs, OT, CBP

#### » Panelists:

- **Craig Clark**, Director, Textiles and Trade Agreements Division, OT, CBP
- **William Scopa**, Branch Chief, Partner Government Agencies, OT, CBP
- **Alexander Amdur**, Director AD/CVD Policy & Programs Division, OT, CBP

### Streamlining Processes Track

#### PANEL 3:

#### Listening Session- Streamlining Processes-Carriers, Agents, And Other

Room Location: South East Forum

This session will focus on Carriers and their service providers.

### Acronym Definition

<b>A</b>		<b>I</b>	
ACD	Automatic Call Distribution	IPR	Intellectual Property Rights
AD/CVD	Anti-Dumping and Countervailing Duty	<b>N</b>	
<b>B</b>		NCBFAA	National Customs Brokers and Forwarders Association of America
BIEC	Border Interagency Executive Council	<b>O</b>	
BIEC EEC	Border Interagency Executive Council External Engagement Committee	OA	Office of Administration
<b>C</b>		OF	Office of Finance
C1	CBP Commissioner	OFO	Office of Field Operations (CBP)
CBP	U.S. Customs and Border Protection	OIT	Office of Information and Technology (CBP)
CENTERS	Center of Excellence and Expertise	OT	Office of Trade (CBP)
COAC	Commercial Customs Operations Advisory Committee	OTR	Office of Trade Relations (CBP)
<b>D</b>		<b>P</b>	
DEAC	Deputy Executive Assistant Commissioner (CBP)	PGA	Partnering Government Agency
DHS	Department of Homeland Security	PTI	Priority Trade Issue
DOC	Department of Commerce	<b>S</b>	
<b>E</b>		SBA	United States Small Business Administration
EAC	Executive Assistant Commissioner (CBP)	<b>U</b>	
EAPA	Enforce and Protect Act	USDA	United States Department of Agriculture

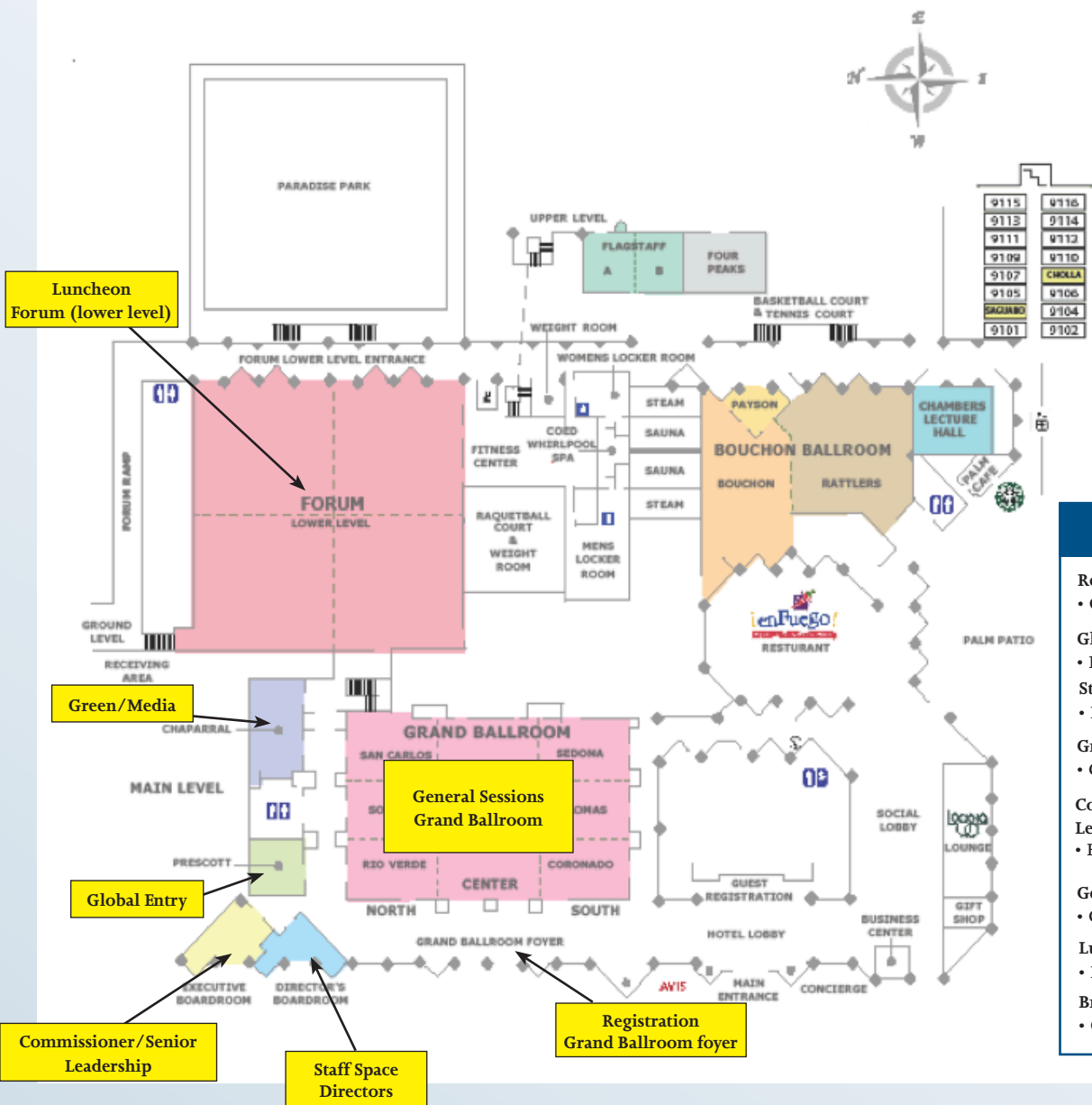


# FLOOR PLAN

## WEDNESDAY, MAY 24, 2017



**DOUBLETREE RESORT**  
BY HILTON™  
PARADISE VALLEY - SCOTTSDALE



Legend	
Registration	• Grand Ballroom foyer
Global Entry	• Prescott
Staff Space	• Directors
Green/Media	• Chaparral
Commissioner/Senior Leadership	• Executive Boardroom
General Sessions	• Grand Ballroom
Luncheon	• Forum (lower level)
Breaks	• Grand Ballroom foyer



U.S. Customs and Border Protection

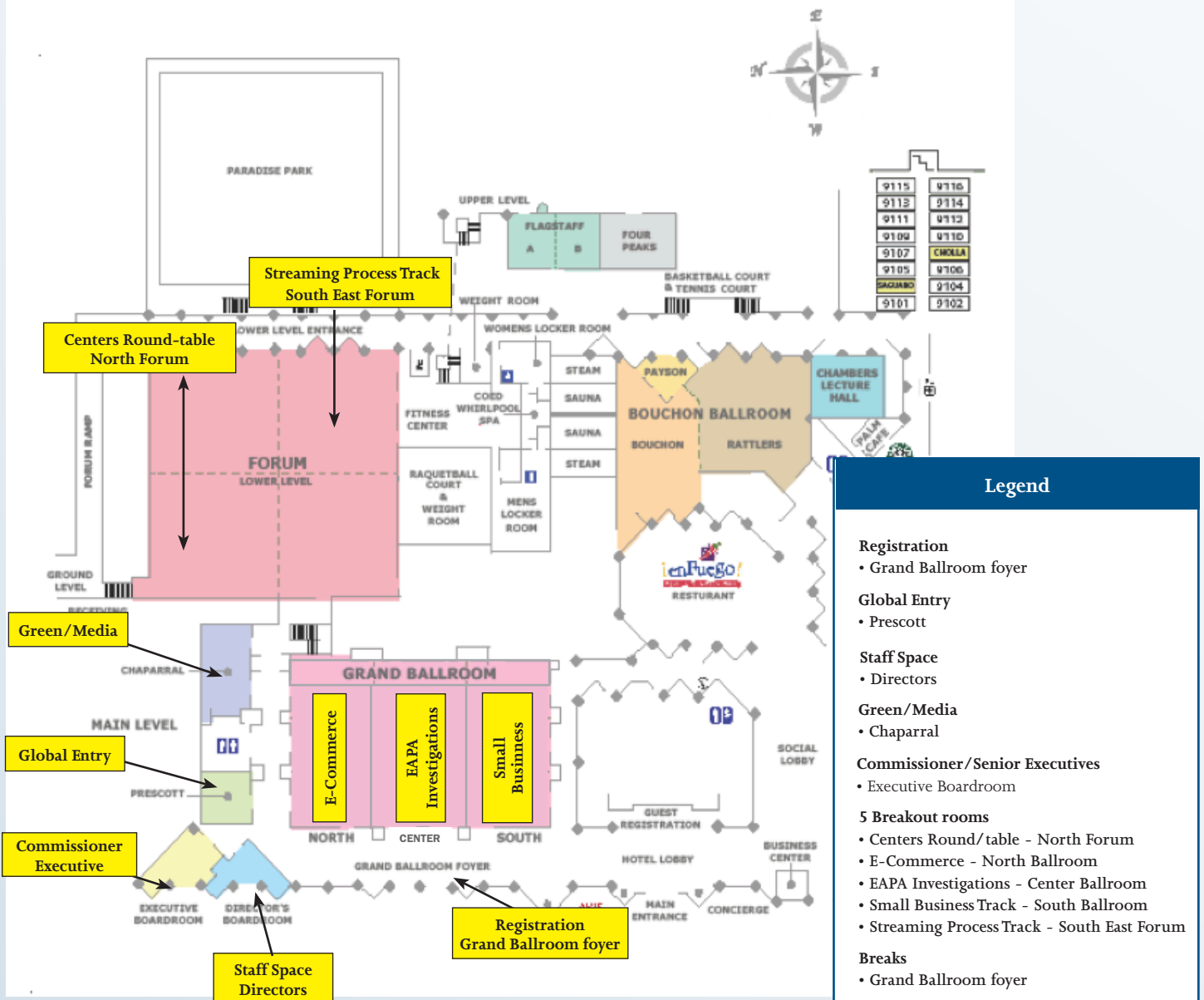
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