

West Coast  
**TRADE**  
**SYMPOSIUM**  
**2016**



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2016 WEST COAST  
TRADE SYMPOSIUM

MAY 25-26, 2016  
PHOENIX, AZ



U.S. Customs and  
Border Protection



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# SCHEDULE

## MAY 25, 2016



### MAY 24, 2016

#### 5:00 PM – 7:00 PM

- ▶ **PRE-REGISTRATION**  
CONVENTION CENTER  
ANASAZI LOBBY

### MAY 25, 2016

#### 7:00 AM – 11:00 AM

- ▶ **REGISTRATION**  
CONVENTION CENTER  
ANASAZI LOBBY

#### 8:00 AM – 8:15 AM

- ▶ **WELCOME AND OPENING REMARKS**  
HOHOKAM BALLROOM

- **Maria Luisa Boyce**, Senior Advisor for Private Sector and Trade Engagement, Office of Trade Relations, U.S. Customs and Border Protection (CBP)

#### 8:15 AM – 9:15 AM

- ▶ **CBP SENIOR LEADERSHIP OPEN FORUM**  
HOHOKAM BALLROOM

This panel will provide the opportunity to hear from CBP's senior leadership regarding their vision for trade facilitation and enforcement.

##### » Moderator:

- **Vince Iacopella**, Vice President of Business Development, Janel Group Inc.

##### » Panelists:

- **Maria Luisa Boyce**, Senior Advisor for Private Sector and Trade Engagement, Office of Trade Relations, CBP
- **Brenda Smith**, Executive Assistant Commissioner, Office of Trade, CBP
- **Todd Owen**, Executive Assistant Commissioner, Office of Field Operations, CBP
- **Eugene Schied**, Assistant Commissioner, Office of Administration, CBP

#### 9:15 AM – 9:30 AM

- ▶ **BREAK**  
HOHOKAM BALLROOM FOYER  
OUTDOOR COURTYARD

#### 9:30 AM – 10:30 AM

- ▶ **OVERVIEW AND IMPLEMENTATION OF THE TRADE FACILITATION AND TRADE ENFORCEMENT ACT**  
HOHOKAM BALLROOM

Gain insight into the legal, policy and trade engagement efforts related to the implementation of the Trade Facilitation and Trade Enforcement Act.

##### » Moderator:

- **Troy Riley**, Executive Director, Commercial Targeting & Enforcement, Office of Trade, CBP

##### » Panelists:

- **Patrick Schmidt**, Advisor, Office of the Commissioner, CBP
- **Alexander Amdur**, Director of Anti-dumping and Countervailing Duty Policy and Programs, Office of Trade, CBP
- **Leslyanne Kessler**, Deputy Associate Chief Counsel, Enforcement & Operations Section, Office of Chief Counsel, CBP
- **Nathaniel Rickard**, Partner, Picard Kentz & Rowe LLP

#### 10:30 AM – 10:45 AM

- ▶ **BREAK**  
HOHOKAM BALLROOM FOYER  
OUTDOOR COURTYARD

#### 10:45 AM – 11:45 AM

- ▶ **A GLOBAL PERSPECTIVE ON THE SINGLE WINDOW CONCEPT**  
HOHOKAM BALLROOM

How does a global risk management system enhance compliance, security, and drive economic growth? What investments are required by the public and private sector, and what is the value and responsibility of all involved?

##### » Moderator:

- **Deborah Augustin**, Executive Director, ACE Business Office, Office of Trade, CBP

##### » Panelists:

- **Dana Lorenze**, Vice President, Global Customs, Expeditors
- **Sandra Corcuera Santamaria**, Integration and Trade Specialist, Inter-American Development Bank
- **Maritza Castro**, VP Head Customs and Regulatory Affairs, Americas Region, DHL Express Americas

#### 11:45 AM – 12:00 PM

- ▶ **BREAK**  
HOHOKAM BALLROOM FOYER  
OUTDOOR COURTYARD

#### 12:00 PM – 1:15 PM

- ▶ **LUNCHEON KEYNOTE**  
ANASAZI BALLROOM
- **Kevin K. McAleenan**, Deputy Commissioner, CBP

#### 1:15 PM – 1:30 PM

- ▶ **BREAK**  
HOHOKAM BALLROOM FOYER  
OUTDOOR COURTYARD

#### 1:30 PM – 2:30 PM

- ▶ **TRUSTED TRADER CONCEPT**  
HOHOKAM BALLROOM

This panel will provide an overview of the strategy and framework of the Trusted Trader Program. The session will focus on aspects of the program such as security, compliance, and partnership within the global supply chain.

##### » Moderator:

- **Maria Luisa Boyce**, Senior Advisor for Private Sector and Trade Engagement, Office of Trade Relations, CBP

##### » Panelists:

- **Liz Schmelzinger**, Director, Customs-Trade Partnership Against Terrorism (C-TPAT), Office of Field Operations, CBP



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# SCHEDULE

## THURSDAY, MAY 25-26, 2016



- **Mike Young**, VP Process System and Regulatory, Orient Overseas Container Line Limited (USA) Inc.
- **Sandra Corcuera Santamaria**, Integration and Trade Specialist, Inter-American Development Bank

### 2:30 PM – 2:45 PM

#### ▶ BREAK

HOHOKAM BALLROOM FOYER  
OUTDOOR COURTYARD

### 2:45 PM – 4:00 PM

#### ▶ E-COMMERCE AND THE IMPACTS ON SUPPLY CHAIN HOHOKAM BALLROOM

The growth of e-commerce brings more diversity into the international trading environment. Find out how DHS, CBP, and ICE/HSI are dealing with the policy implications in regards to both challenges and opportunities. Industry and government is at a nexus of addressing e-commerce challenges and facilitating realization of the vast economic potential of this growing business model.

#### » Moderator:

- **Seth M.M. Stodder**, Assistant Secretary, Department of Homeland Security, Border, Immigration & Trade Policy

#### » Panelists:

- **Cynthia Whittenburg**, Acting Deputy Executive Assistant Commissioner, Office of Trade, CBP
- **Mervyn De La Torre**, Section Chief, Commercial Fraud, National IPR Coordination Center, Immigration and Customs Enforcement
- **Barry Baxter**, Senior Director of Customs, Walmart Direct Imports

## MAY 26, 2016

### 7:30 AM – 9:30 AM

#### ▶ REGISTRATION

CONVENTION CENTER  
ANASAZI LOBBY

### 8:00 AM – 8:30 AM

#### ▶ NETWORKING/COFFEE

### 8:30 AM – 9:45 AM

#### ▶ 5 BREAKOUT SESSIONS MULTIPLE ROOMS

### 9:45 AM – 10:00 AM

#### ▶ BREAK

HOHOKAM BALLROOM FOYER  
OUTDOOR COURTYARD

### 10:00 AM – 11:15 AM

#### ▶ 5 BREAKOUT SESSIONS MULTIPLE ROOMS

### 11:15 AM – 11:30 AM

#### ▶ BREAK

HOHOKAM BALLROOM FOYER  
OUTDOOR COURTYARD

### 11:30 AM – 12:45 PM

#### ▶ 5 BREAKOUT SESSIONS MULTIPLE ROOMS

#### ▶ TRADE ENFORCEMENT – FORCED LABOR AND ENFORCE/PROTECT ACT PUEBLO/SONORA

During this breakout session CBP, Immigration and Customs Enforcement, Department of Labor, and industry will discuss forced labor, e-allegations regarding anti-dumping and countervailing duty evasions, and other trade enforcement issues.

#### » Moderator:

- **Troy Riley**, Executive Director, Commercial Targeting & Enforcement, Office of Trade, CBP

#### » Panelists:

- **Mervyn De La Torre**, Section Chief, Commercial Fraud, National IPR Coordination Center, Immigration and Customs Enforcement

- **Mark Ziner**, Director, Commercial Targeting & Enforcement, Office of Trade, CBP

- **Lisa Gelsomino**, President/CEO, Avalon Risk Management

- **Austin Pedersen**, Senior Coordinator for Policy and Research, Department of Labor

- **Jerry Malmo**, Director, Commercial Enforcement Division, Office of Trade, CBP

#### ▶ ACE/SINGLE WINDOW WITH THE EXPERTS HOHOKAM BALLROOM

Executive Director Deborah Augustin, will moderate a panel of key CBP and FDA personnel that are responsible for operations, trade support, and Partner Government Agency technical integration. Bring your questions and comments to assist Customs Broker, Sandra Langford-Coty, in engaging the panelists in an exchange of information, ideas, and views on the path forward.

#### » Moderator:

- **Deborah Augustin**, Executive Director, ACE Business Office, Office of Trade, CBP

#### » Panelists:

- **James Swanson**, Director, Office of Field Operations, CBP
- **Tonya Perez**, Acting Branch Chief, ACE Business Office, CBP
- **Steven Zaccaro**, Client Representative Branch Chief, ACE Business Office, Office of Trade, CBP
- **Andrew Seaborn**, Supervisory Consumer Safety Officer, Food and Drug Administration
- **Sandra Langford-Coty**, Vice President, Customs Brokerage Product, OHL International



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## MAY 26, 2016



### ► C-TPAT: RE-ENGINEERING FOR THE FUTURE

#### KIVA

As C-TPAT approaches its 15th year as a program, what lies ahead for it? How will it evolve to ensure that it continues to keep supply chains secure? How can Mutual Recognition Arrangements be leveraged to provide better trade facilitation internationally?

#### » Moderator:

- **Liz Schmelzinger**, Director, Customs-Trade Partnership Against Terrorism (C-TPAT), Office of Field Operations, CBP

#### » Panelists:

- **Bernice Conley**, Director, C-TPAT, Los Angeles Field Office Field Operations, CBP
- **Carlos Ochoa**, Supervisory Program Manager, C-TPAT, Office of Field Operations, CBP
- **Cristobal Hernandez**, Supervisory Supply Chain Security Specialist, C-TPAT, Office of Field Operations, CBP

### ► CENTERS OF EXCELLENCE AND EXPERTISE

#### KACHINA

The Centers of Excellence and Expertise

represent the CBP operating model for trade processing. On this panel, Center Directors will provide detailed information regarding the operational expansion of the Centers and significant enforcement and facilitative efforts in their respective industries. Our trade participants will discuss the importance of ACE, the benefits of the Centers, and CBP's continued partnership with brokers and importers to streamline processes.

#### » Moderator:

- **Lynn Fallik**, Assistant Director of Field Operations, Houston Field Office, CBP

#### » Panelists:

- **Barbara Adamson**, Brokerage & Trade Compliance Manager, UPS – Supply Chain Solutions
- **Christa Hurley**, Customs and Trade Compliance Manager, H.C. Starck North American Trading LLC
- **Ann Marie Paul**, Assistant Director of Field Operations, Industrial & Manufacturing Materials Center, CBP
- **Robert White**, Assistant Director of Field Operations, Base Metals Center, CBP
- **Eric Batt**, Center Director, Apparel, Footwear & Textiles Center, CBP

### ► EXPORTS

#### MOHAVE/ADOBE/ARROYO

This panel will provide an overview of the export advancements and the interagency and trade collaboration that have been accomplished to date. It will also provide insight into what is next for export facilitation and automation.

#### » Moderator:

- **Edward T. Moriarty**, Assistant Port Director, CBP, Philadelphia

#### » Panelists:

- **William S. Delansky**, Director/Product Owner, ACE Business Office, Office of Trade, CBP
- **Theresa L. Gordon**, Trade Ombudsman, International Trade Management Division, U.S. Census Bureau, Department of Commerce
- **Gerry Horner**, Director, Office of Technology Evaluation, Bureau of Industry and Security, Department of Commerce
- **Mike Young**, VP Process System and Regulatory, Orient Overseas Container Line Limited (USA) Inc.
- **Michael J. Ford**, Chief Compliance Officer, BDP International



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