

Pacific Coast Council (PCC) **of Customs Brokers & Freight Forwarders Assns.**

Catch the **WESCCON Wave ...**

Master the Tides of Trade

Loews Coronado Bay Resort

San Diego, CA

Oct 18, 2012 - Oct 21, 2012



WESCCON

Register Today!

www.WESCCON.com

* * Message from the PCC President * *

Welcome! Join us for WESCCON 2012, now in its 32nd successful year:

Learn: Improve your business and your career with workshops, panels and roundtable discussions on timely topics. Stay informed about the latest industry issues and trends.

Participate and Communicate: Support your industry and let your voices be heard by US regulators and legislators on issues that affect your business. Volunteer for a PCC or WESCCON committee. Find out how you can make a difference.

Network: WESCCON offers the best opportunity to meet people in the global logistics industry. Whether by attending or exhibiting, by finding contacts in the Directory of Registrants, or promoting your name as a sponsor, participation in WESCCON gives you the contacts you need.

Value you can count on: There is no other conference in this industry that offers the exceptional educational, networking and social programs for such a reasonable registration fee.

See you in San Diego!

**Victoria Lane, Coppersmith Inc.
PCC President**

WESCCON 2012 REGISTRATION INFORMATION

2012 CONFERENCE FEES

	Before Sept. 1	After Sept. 1
Broker/Forwarder/NVO		
1 st Registrant	\$500	\$600
Additional Registrants, same firm	\$425	\$525
1 st Time Attendee (Broker/Forwarder/NVO)	\$350	\$450
Federal Government	\$175	\$175
All Others (Attorneys, Ports, Vendors, etc.)	\$595	\$695
Companion/Spouse	\$295	\$395
Golf Tournament <i>Registered Participants Only</i>	\$75	\$75
Sorry, but no importers or exporters are permitted to attend.		

Registration Includes all of the following:

- ▶ No "On Your Own" Activities – Everything's Included from Thurs-Sun
 - ▶ Jam-Packed Program
 - ▶ Top-Notch Speakers and Panelists
 - ▶ Full Breakfasts, Lunches & Dinners
 - ▶ Nightly Entertainment & Hospitality Suites
 - ▶ Full Exhibit Hall
 - ▶ Networking Breaks

Cancellation Fee: \$50. No Refunds after October 1.

HOTEL INFO

Loews Coronado Bay Resort

4000 Coronado Bay Drive
Coronado, CA 92118
Tel: (619) 424-4000

Important! You must be registered for WESCCON to reserve a hotel room at WESCCON rate of \$175.00
You may link to hotel reservations at www.WESCCON.com.

You will need your WESCCON Reservation Code to reserve your hotel room!

HOTEL CUT OFF: Sept 22, 2012

The Loews Coronado Hotel is a stunning hotel with breathtaking views, spa escapes and direct access to the Pacific Ocean.

This luxurious hotel is a real treat for WESCCON participants and guests - it is a perfect destination for the whole family.

WESCCON 2012 PROGRAM

Certified Customs Specialists (CCS) may earn up to 12 Continuing Education Credits

Import and Regulatory Compliance

- ◆ **Role of the Broker– Update and Proposed Regulations.** Learn about proposed CBP changes that could change your day-to-day operations. This dynamic discussion will include an update on the PCC's dialogue with CBP, bona fides to be supplied by importers, continuing education requirements, changes to broker permit rules, and more.
- ◆ **Broker Management.** CBP Broker Management is conducting visits to brokers in various ports – are you prepared? What protocol must CBP and the broker follow before, during, and after the visit? What documents must be readily produced? Learn what CBP expects of you from brokers who have already been there.
- ◆ **Centers of Excellence and Expertise (CEE).** A discussion about CBP's new trade initiative on CEEs. Is it a game changer? This will include an update on CBP's objectives, CBP interaction with the broker, and expansion of the program to more importers.
- ◆ **ACE Update 2012.** Everything you need to know straight from the source: Cargo Release in ACE, Simplified Entry, M1 implementation and its effect on the broker, timetable for transition from ACS to ACE, etc. Will M1 implementation have an effect on ISF enforcement?
- ◆ **FDA: A Review of Regulatory Changes and Recommendations on Proposed Rules.** Panel of experts will review, update and provide recommendations regarding FSMA, ITACS and the rule changes. Also included: filer evaluation comments, revamping the Product Filer Code Builder, discussion of an FDA ruling system and new rules regarding the US registered Agent for Prior Notice.
- ◆ **Intellectual Property Rights (IPR) Enforcement by CBP with a discussion on Right To Make Entry.** A discussion on two enforcement priorities by CBP and how they affect the customs broker and their relationships with their customers. What are the areas of concern for brokers in CBP enforcement of these issues?

Export and Freight

- ◆ **Customer Contract Conflicts.** Customer agreements and your E & O policy. Some customer agreements are beneficial for both parties in clarifying the freight forwarder and customers' roles, but the terms and conditions of the agreement can conflict with your E & O. What to do when a customer insists that you sign an agreement that conflicts with your insurance and E & O policies? Find out how to identify conflicts and how to resolve them – without losing your customer.
- ◆ **Federal Maritime Commission Regulatory Actions That Could Affect Your Business.** An update from the FMC on current regulatory changes impacting NVOCC's and freight forwarders. Does less regulation really mean less work and liability? This is your opportunity to ask questions about NRA's, filing exemptions and other FMC concerns.
- ◆ **Update on AES and Option-4/Post-Departure Filing.** Will Census ever open the door to new applicants for post-departure filing? What is the status of efforts by Census, CBP and BIS to re-write the AES regulations? Find out.
- ◆ **Export Control Regulation Reform.** DDTC is moving certain articles from ITAR to BIS jurisdiction, while BIS is removing some export articles from the EAR. Our export panel will provide an update on what has changed, and how you can stay on top of future changes and out of trouble.
- ◆ **Export Compliance Programs: Do you have one? Do you need one? How do you get one???** A written export compliance program is a critical part of a compliant export operation. Learn how to craft and implement an effective export compliance program.
- ◆ **Air Cargo Security -- A review of the Air Cargo Advanced Screening Pilot for Imported Air Shipments.** How does the TSA ACAS pilot impact the customs broker, freight forwarder and NVOCC in the supply chain? Find out from CBP, TSA and actual participants in the pilot.

Joint Import/Export Session:

- ◆ **Authorized Economic Operators, C-T-PAT and Mutual Recognition Programs**
Don't miss this ground-breaking roundtable discussion on AEOs and Mutual Recognition Programs featuring Acting CBP Commissioner David Aguilar and moderated by John Leitner of WJ Byrnes. Discussion will focus on CBP's perspective on the "mutual recognition" between various Customs authorities (most notably the EU), security programs and the concept of "trusted partners" and handling of data exchanged between them. This will be the first public forum of its kind on this important subject.

EXCITING KEYNOTE SPEAKERS

David Aguilar, Acting Commissioner of US Customs & Border Protection

John McLaurin, Pacific Merchant Shipping Association

Paul Bingham, Global Commerce & Transportation Economist

U.S. Senator Dianne Feinstein *(invited)*

WESCCON 2012 CALENDAR AND SOCIAL EVENTS

Wednesday, Oct. 17

6-8:00 pm Early Bird Welcoming Reception

Thursday, Oct. 18

Exhibit Hall Open 1pm-6pm

8:00 am Golfers Tee Off at Maderas Golf Club for Golf Tournament sponsored by Bobac CFS

1:00 pm Tennis Tournament Sponsored by Meeks, Sheppard, Leo & Pillsbury

1-6:00 pm WESCCON Conference Registration in Exhibit Hall

6:30 pm Opening Reception Sponsored by Grunfeld, Desiderio, Lebowitz, Silverman, & Klestadt, LLP

After Hours Hospitality Suite Sponsored by iTrade Risk Insurance

Friday, Oct. 19

Exhibit Hall Open 8am-6pm

8:00 am Breakfast Featuring John McLaurin, Pacific Merchant Shipping Association

9:30-Noon Concurrent Panels (Import & Export/Freight -- see session topics on opposite page)

12:30 pm Luncheon Featuring Acting CBP Commissioner David Aguilar

2-5:30 pm Concurrent Panels (Import & Export/Freight)

7:30 pm Black & White Themed Dinner Party sponsored by Roanoke Trade Services, Inc.

After Hours Hospitality Suite sponsored by International Bond and Marine LTD

Saturday, Oct. 20

Exhibit Hall Open 8am-5pm

8:00 am Breakfast Featuring Paul Bingham, Global Commerce & Transportation Economist

9:30-Noon Concurrent Panels (Import & Export/Freight)

12:30 pm Luncheon Featuring US Senator Dianne Feinstein (invited)

2-5:30 pm Concurrent Panels (Import & Export/Freight)

7:00 pm Beachfront Bonfire Bash sponsored by Avalon Risk Management, Great American & Price Transfer Group

After Hours Hospitality Suite Sponsored by Price Transfer Group

Sunday, Oct. 21

9:00 am Closing Brunch

10:30 am WESCCON 2012 adjourns

GOLF TOURNAMENT

Sponsored by Bob Haydari, Bobac CFS

Thursday, October 18 at Maderas Golf Club
8 am Shot Gun Tee Off

Maderas is San Diego's top rated golf course. All registered WESCCON participants and guests may participate for additional \$50 fee (includes golf and lunch).

TRANSPORTATION

A taxi from the airport will run about \$45 each way, or you can take a Cloud 9 Super Shuttle for \$16 each way. Cloud 9 is offering a \$2 discount for WESCCON attendees. To receive the discount you must reserve in advance (800-9-SHUTTLE) and request the WESCCON group rate. Or, visit the WESCCON website for more information and a link to Cloud 9 reservations.

Register On-Line today!

www.WESCCON.com

COMPANION PROGRAM

All guests who wish to attend any WESCCON functions (including social events and Hospitality Suites) must be registered to participate. Registered guests may participate in all meals and social functions, and may sign up for Companion Activities (below) as well. Please note that children are not permitted in any WESCCON business sessions, including breakfast and lunch on Friday and Saturday. The following activities are being offered for registered companions (any additional costs to participate are noted below). RSVP to participate by Friday, October 5.

Friday, October 19 (11:00 am – 3:00 pm)

Cooking Class and Brunch on San Diego Bay. The Floating Chef invites you to come aboard for a private, exclusive and intimate cooking demonstration. Sip mimosas while learning to prepare – and enjoy – fabulous brunch fare, all while cruising around beautiful San Diego Bay on a 53' yacht! [Limited Space](#)

Saturday, October 20 (11:00 am – 4:00 pm)

Lunch and Shopping in Gas Lamp Quarter. No trip to San Diego is complete without a trip to The Gas Lamp Quarter! We'll start with a fabulous lunch at a popular local restaurant, then participants will have the choice of shopping at the local boutiques and outdoor mall, or a tour of the USS Midway. All will be back at the hotel in plenty of time to get ready for the big party.

WESCCON 2012 SPONSORS & EXHIBITORS

Platinum Sponsors

Avalon Risk Management * Bobac CFS Inc. * California Cartage Co.
Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt LLP
Pisani & Roll LLP * Price Transfer Group
Roanoke Trade Services, Inc.

Gold Sponsors

Great American Insurance Co. * The Journal of Commerce

Silver Sponsors

iTrade Risk & Insurance Services

Bronze Sponsors

Customs Brokers & Forwarders Association of Northern California
Columbia River Customs Brokers & Forwarders Association
Los Angeles Customs Brokers & Freight Forwarders Association
Meeks Sheppard Leo & Pillsbury* San Diego Customs Brokers Association
Customs Brokers & International Forwarders Association of Washington State

To inquire about Sponsorship Opportunities contact: [Anne-Marie Bush at \(425\) 637-3584](#)

Exhibitors

Avalon Risk Management * Bureau of Industry & Security * Clark Fumigation
Customs Info/Global Data Mining * Descartes Systems Group * Fajardo Trucking Inc.
FCL Logistics* Foreign Trade Division, US Census Bureau * Gistnet Inc. * Hyland Software
International Bond & Marine Brokerage Ltd. * NCBFAA * Price Transfer Group
QuestaWeb Inc. * Registrar Corp. * Roanoke Trade Services
SmartBorder by South Ranch Inc. * US Council for International Business

[Exhibit Space Available!](#)

Contact [Debbie Logan at \(206\) 242-6181 ext. 112](#)

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Early-Bird Registration Deadline: Sept. 1

WESCCON General Chair
Jack Hubbard, TLR – Total Logistics Resource Inc.

WESCCON Program Chair
Vince Iacopella, The Janel Group

www.WESCCON.com

WESCCON 2012
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