



**Lieutenant Governor Jay Dardenne
Key Note Speaker**

33RD ANNUAL CONFERENCE

"PROSPERING IN THE NEW NORM FOR INTERNATIONAL COMMERCE"

JUNE 2-5, 2011

ROYAL SONESTA HOTEL - NEW ORLEANS, LOUISIANA

CONFERENCE

AGENDA

- Thursday, June 2nd**
6:30p – 9:30p **Registration & Welcome Reception – Royal Sonesta - Balcony Suite**
Reception Sponsored by: Roanoke Trade Services, Inc.
Registration Gift Sponsored by: Ports America, Inc.
- Friday, June 3rd**
8:00a – 8:45a **Registration & Continental Breakfast – Iberville Suite/Arcade**
Co-sponsored by: Dupuy Storage and Forwarding & Mediterranean Shipping Company
- 8:45a – 9:00a **Welcoming Remarks – William S. App, Jr. Past President, IFFCBANO & CEO,**
North Ballroom **J. W. Allen & Co.**
Program Moderator – Sam Hunt, IFFCBANO District Manager, J. W. Allen & Co.
- 9:00a – 9:30a **KEYNOTE PRESENTATION**
Louisiana Lieutenant Governor Jay Dardenne
- Panel 1:
9:30a – 10:30a **AN EXPORTER'S VIEW OF THE NEW SHIPPING ENVIRONMENT**
Chevron Oronite Co. – Shari Ruelas, AMR Supply Chain Manager
MANAGING SUFFICIENT CARGO SPACE TO EQUALLY SERVE ALL SHIPPERS
Federal Maritime Commission – Bruce Johnson, Sr., New Orleans Area Representative
- 10:30a -10:45a **Coffee Break –Arcade**
Sponsored by: Alliance Pest Solutions
- Panel 2:
10:45a – 11:00a **MAKING OUR WAY THROUGH THE FOOD SAFETY MODERNIZATION ACT**
U S Food and Drug Administration – Patricia Schafer, Director of N.O. District, Import Operations & Compliance Branch
IMPLEMENTING CBP MANDATES IN OUR LOCAL PORT
Customs and Border Protection – Mitchell Merriam, Area Port Director, Port of New Orleans
- Panel 3:
11:30a – 12:15p **EXPORTING THE “LOUISIANA BRAND”**
Relly Foods Co. (marketers of Luzianne Coffee and Tea, French Market Coffee, etc.)
Steve Smith, Chief Financial Officer
HOW TO AVOID RUNNING AFOUL of the FOREIGN CORRUPT PRACTICES ACT
Meeks, Sheppard, Leo & Pillsbury – Diane Weinberg, Attorney
- 2:00 p.m. **Golf Outing – English Turn Golf Club**
#1 Clubhouse Dr., New Orleans (Meet at English Turn)
- 7:30 – 10:30 p.m. **“Dinner at the Wax” - Musee' Conti Historical Wax Museum of New Orleans**
(2 block walk from hotel)
Venue and Entertainment Sponsored by: Avalon Risk Management
Buffet Dinner and Refreshments Co-sponsored by:
Gulfport-Biloxi International Airport
TCI Trucking & Warehousing
“Early Bird” Registration Drawing
Compliments of The Royal Sonesta

CONFERENCE

AGENDA continued

Saturday, June 4th

- 8:00a – 8:45a Continental Breakfast – Iberville Suite/North Ballroom/Arcade
Sponsored by: Port of Lake Charles
- 8:45a – 9:00a Welcoming Remarks - William S. App, Jr., Past President, IFFCBANO & CEO, J. W. Allen & Co.
North Ballroom Program Moderator – Kristi App, Conference Committee & Business Development Manager, J. W. Allen & Co.
- 9:00a – 10:00a Keynote Presentation
C-TPAT AND THE NEWEST SECURITY ENHANCEMENTS
Customs and Border Protection – Bradd Skinner, CBP Director – C-TPAT Program
- Panel 1:
10:00a – 10:45a INSURING THAT YOUR BANKING DOCUMENTS WILL GET YOU PAID – NEW ROLE OF INCOTERMS 2010
Whitney National Bank – Luis Carlos Garza, Director International Dept.
- 10:45a – 11:15a Coffee Break – North Ballroom Arcade
Sponsored by: Red River Waterway Commission
- Panel 2:
11:15a – 12:15a REDIRECTED MISSION ON CBP ISSUES OF COUNTERFEITING, TRADEMARK INFRINGEMENT, TRADE FRAUD, ETC.

Homeland Security Investigations -Trade Fraud/Cyber Crimes Group, SAC/NO - Special Agents - Michael Manning and Jeremy Scott McGuire

Louisiana International Gulf Deep Water Transfer Terminal Authority (LIGTT)
A FUTURE ECONOMIC VISION OF THE STATE
Louisiana Senator A. G. Crowe, President
Dennis Crawford, Commissioner
- 12:30p – 1:00p IFFCBANO Membership Meeting (Regular & Associate Members)
- 6:00p – 7:00p Banquet Reception – Evangeline Suite & Foyer
Sponsored by: Louisiana River Port Pilots Association
- 7:00 – 10:00 p.m. Installation Banquet - Grand Ballroom
Sponsored by: The Port of New Orleans
- 10:00p – 1:00a Dance to the music of “Witness”
Entertainment sponsored by: Dole Ocean Cargo Express

Southwest Airline Tickets “Draw Down”
Sponsored by: Southwest Air Cargo
- Sunday, June 5th
9:00a – 11:00a Breakfast Buffet – Fleur de lis Suite - The Royal Sonesta Hotel
(Full registrants will be required to present a voucher received at check in. Additional meals may be purchased at your table)
Co-sponsored by: Louisiana Maritime Int’l Chamber of Commerce
The New Orleans Public Belt Railroad

Conference Attire: Appropriate casual attire is acceptable for all events except, Saturday’s Installation Banquet reception, dinner and dance; men should wear suits and ladies should wear suitable evening attire.

Your conference badge is required to attend all general sessions & events. To purchase individual event tickets please visit the registration table.

Speaker's Biographies

Keynote Speaker – Louisiana Lieutenant Governor Jay Dardenne

Lt. Governor Jay Dardenne

Jay Dardenne was elected Lieutenant Governor of the State of Louisiana in November 2010 with 57% of the vote, filling the remaining year on an unexpired term.

He previously served four years as Secretary of State and fifteen years in the State Senate.

During his legislative service, he chaired the Senate Finance Committee and the Senate and Governmental Affairs Committee. In 2003, he was named National Republican Legislator of the Year.

He is an active community volunteer, having hosted the Jerry Lewis Telethon for the Muscular Dystrophy Association for more than twenty five years.

Lieutenant Governor Dardenne conducts a presentation entitled "Why Louisiana Ain't Mississippi," a lively and colorful look at Louisiana's culture, demography, history, music and politics.

He is an attorney and a graduate of Baton Rouge High School, Louisiana State University and the LSU Law Center.

He is married to the former Cathy McDonald. They have two grown sons, John and Matthew.

"An Exporter's View of the new Shipping Environment"

Shari Ruelas, AMR Supply Chain Manager, Chevron Oronite Co.

Shari Ruelas is the Americas Supply Chain Manager for Chevron Oronite responsible for Planning, Procurement Operations, Logistics and Subcontracting. She holds a B.S. in Chemical Engineering from the University of Nebraska and a MBA from the University of Houston. She has also earned her CPIM and CSCP certifications.

"Managing Sufficient Cargo Space to Equally Serve All Shippers"

Bruce N. Johnson, New Orleans Area Representative, Federal Maritime Commission

Mr. Johnson, is the Federal Maritime Commission's Area Representative for New Orleans, the Gulf states of Louisiana, Mississippi and Alabama, and the ports of the central United States up through Chicago.

He is a New Orleans Native, has been married for 34 years, and has one married son and 3 grand-dogs.

Bruce began his Federal career as a Border Patrol Agent, and then became a Customs Inspector in New Orleans. He was promoted to Customs Port Director in Florida and served as the Deputy Head of a United Nations Sanctions team on the Danube River/Serbian Border, during the Bosnian war.

Mr. Johnson became a Senior Instructor at the Federal Law Enforcement Training Center, as manager over the Seaport Security Anti-Terrorism Training. He was then selected as the TSA Academy's Security Programs Manager. Pre-Katrina, he transferred to New Orleans as a TSA Air Cargo Inspector.

In January, 2009, Bruce Johnson became the local FMC Area Representative.

Among the commendations over his career, the one he prizes most is for his discovery and interception of 5,000 Africanized Honey Bees (killer bees) that were hanging on the side of a container of honey, arriving in the Port of New Orleans. The bees were successfully destroyed and identified by USDA as the Africanized variety.

Speaker's Biographies

"Making our way through the Food Safety Modernization Act"

Patricia Schafer, Director of N.O. District, Import Operations & Compliance Branch – U S Food & Drug Administration

Ms. Schafer has a BS in chemistry and biology and moved from Michigan to New Orleans after graduation. She has worked for the US Food and Drug Administration for 30 years-- as a chemist, investigator, and supervisor. Currently, she enjoys her responsibilities as Director of the Compliance Branch and Import Operations and manages about 50 dedicated FDA staff in Louisiana, Mississippi, Alabama, and Tennessee.

"Implementing CBP Mandates in our Local Port"

Mitchell Merriam, Area Port Director, Port of New Orleans – U. S. Customs and Border Protection

Now in his 27th year of public and military service, Mitch Merriam is currently the Area Port Director for U.S. Customs and Border Protection (CBP) in New Orleans, Louisiana, accountable for the leadership and operation of all CBP Ports of Entry in the State of Louisiana, to include New Orleans, Gramercy, Lake Charles, Morgan City, Baton Rouge and Shreveport.

After serving eight years in the U.S. Marine Corps, Mitch joined U.S. Customs as an Inspector in Boston, Massachusetts in 1992. After transferring to San Diego, he worked his way up the ranks to Chief at the San Ysidro border crossing and Port Director in Tecate, California.

Mitch has worked in a wide variety of homeland security environments over the years, to include passenger, cargo, tactical and incident response operations in airports, seaports, and land borders, and he has led or participated in numerous training and operational assignments in the U.S., Eastern Europe, SE Asia, and Africa.

In 2005, Mitch served as an Operations Chief in the New Orleans area during CBPs Hurricane Katrina and Rita response efforts. In 2006-07, he served as a Customs Advisor on the Border Management Task Force in Kabul Afghanistan, where he helped establish a new advisory program in support of the Afghan Customs and Border Police.

After completing a tour as the Director of Tactical Operations in CBP Headquarters in Washington DC, he reported to New Orleans in the hours leading up to Hurricane Gustav in August 2008 as the new Area Port Director, where he continues to this day.

Mitch proudly serves as the 1st Vice Chair of the New Orleans Federal Executive Board, and he's a recent graduate of the Federal Executive Institute in Charlottesville, Virginia.

"Exporting the "Louisiana Brand"

Steve Smith, Chief Financial Officer – Reily Foods Company

Steve Smith (CPA, MBA), Reily Foods Company Chief Financial Officer, has over 30 years of financial management experience in the food and beverage industry with a significant focus on coffee, tea, and other commodity-based products. After graduating from The University of Texas and 6 years in public accounting, Steve experienced increasing roles in financial management in various beverage companies. Steve and his team manage all accounting, finance, planning, and reporting, in addition to Export and Private Label sales activity and purchasing all commodities and managing risk through hedging strategies.

Speaker's Biographies

"How to Avoid Running Afoul of the Foreign Corrupt Practices Act"

Diane Weinberg, Attorney, Meeks, Sheppard, Leo & Pillsbury

Ms. Weinberg is a partner in the law firm of Meeks, Sheppard, Leo & Pillsbury, a customs and international trade firm. Ms. Weinberg, a licensed customs broker, has over thirty years of experience in customs and international trade matters in both the public and private sectors. She has represented clients before many federal agencies, including U.S. Customs and Border Protection, the Federal Trade Commission, CITA, and the U.S. Consumer Product Safety Commission, where she handled one of the first civil penalty proceedings. Ms. Weinberg has extensive experience in advising clients in all aspects of international trade and customs matters, FTC labeling issues, preference programs and free trade agreements, CPSC small parts and flammability issues, and intellectual property rights.

Prior to entering private practice, Ms. Weinberg was employed as an attorney for the U.S. Customs Service in Washington, D.C., where she helped draft rules of origin for textile and apparel products, and also prepared decisions in commercial fraud cases.

Ms. Weinberg has lectured extensively on customs and other federal regulatory issues for the American Association of Exporters and Importers (AAEI), United States Association of Importers of Textiles and Apparel, World Trade Institute, and other U.S. and international organizations. She wrote the section on "Classification" in AAEI's manual on *Importing Textiles and Apparel under the Harmonized System*. Ms. Weinberg was an instructor at Parsons School of Design and the World Trade Institute for many years. She is a founding member of the New York chapter of Women in International Trade, and acted as General Counsel for that group from 1989 - 1996. She is a graduate of Emory University Law School and a member of the bars of Georgia and New York.

Keynote Speaker

"C-TPAT & the Newest Security Enhancements"

Bradd Skinner, CBP Director – C-TPAT Program

Bradd Skinner is the Director of US Customs and Border Protection's Customs – Trade Partnership Against Terrorism program, commonly referred to as C-TPAT. Mr. Skinner entered into the position in July 27, 2007. Mr. Skinner directs the efforts of 200 Supply Chain Security Specialists that travel throughout the world conducting supply chain validations in collaboration with C-TPAT members. Mr. Skinner brings to the position the knowledge and expertise gained from more than 24 years of federal service within Customs and Border Protection.

Prior to his current appointment, Mr. Skinner was assigned to the US Embassy in Mexico City and was responsible for managing several programs including a commercial fraud and intellectual property rights investigations program. With the creation of CBP, Mr. Skinner was named Deputy CBP Attaché and responsible for standing up one of the first CBP Attaché offices overseas as well as all day-to-day operations and administrative functions within the office.

Mr. Skinner began his career as Import Specialist and eventually achieved the position of Field National Import Specialist.

Speaker's Biographies

"Insuring that Your Banking Documents will get You Paid – New Role of INCOTERMS 2010

Luis Carlos Garza, Director International Dept. – Whitney National Bank

Mr. Garza is a Senior Vice President with Whitney Bank in New Orleans, where he currently leads that institution's International Banking Division. He also serves on Whitney Bank's BSA/Compliance Steering Committee, and Risk Management Committee. Mr. Garza has an extensive banking career spanning 30 years covering both domestic and international banking. International banking has been the focus of his career for the latter 20 years, including management assignments as Country Manager for several countries in Latin America.

Prior to joining Whitney National Bank in 2004, Mr. Garza served as Senior Vice President with Standard Chartered Bank (SCB) of London. During his tenure of ten years at SCB, Mr. Garza was based in Miami and Caracas and undertook Regional Management responsibilities for several Latin American countries including Argentina, Brazil, Colombia, El Salvador, Guatemala, Mexico, Panama, Peru, Uruguay and Venezuela.

Prior to SCB, Mr. Garza served with The Fuji Bank, Ltd. of Tokyo, based in Miami for eight years, engaging in diverse assignments including Corporate Banking, Municipal Banking, and International Banking.

Mr. Garza is an active member of the Community, currently serving on the Board of Directors of the Hispanic Chamber of Commerce of Louisiana and the French- American Chamber of Commerce. He is also a member of the World Trade Center of New Orleans's Advisory Board, member of Loyola University's International Business Advisory Board, member of Florida International Bankers Association, member of the Bankers Association for Finance and Trade, and member of the International Advisory Board for the Jefferson Parish Economic Development Committee. Mr. Garza is also a CASA volunteer at Jefferson Parish.

Mr. Garza was born in Venezuela and raised in Miami. His father was born in Galicia, Spain and his mother in Habana, Cuba. He attended Florida International University where he earned a degree in Finance and International Business in 1984. He achieved an M.B.A. degree from Henley Management College in the United Kingdom in 1999.

Personal interests include flying (holds a private pilot license with instrument rating), swimming, bicycling, scuba diving, and woodworking. Mr. Garza has two daughters; Lucia, 17 and Sofia, 9.

"Re-directed Mission on CBP Issues of Counterfeiting, Trademark Infringement, Trade Fraud, etc."

Homeland Security Investigations - Special Agent Michael Manning

U.S. Customs Intelligence Analysis (2 years)

DHS-HSI Special Agent (8 years)

Investigates customs fraud, e.g. force child labor, intellectual property rights and etc.

Homeland Security Investigations - Special Agent Jeremy Scott McGuire

Former U.S. Customs Import Specialist (4 years), Currently a Special Agent for HSI (9 years)

I specifically investigate customs fraud, e.g. illegal transshipment, in-bond diversion and intellectual property rights.

Speaker's Biographies

Louisiana International Gulf Deep Water Transfer Terminal Authority (LIGTT) - Dennis Crawford, Commissioner

Dennis Crawford is a founding member of First Financial Resources LLC. He has developed a substantial practice in the financial services industry over the last 48 years and is licensed to conduct business in Louisiana , Mississippi , North Carolina , Arizona , Texas , and California .

Mr. Crawford attended LSU in Baton Rouge , Tulane University in New Orleans , and received his professional degree from The American College of Chartered Life Underwriters (CLU) in Bryn Mawr , PA. He is a national/local continuing education qualifier and has been listed in Who's Who nationally.

He works with a growing number of business owners and successful individuals throughout the Southeast, providing services which include pension design, tax favored profit sharing plans for key company employees, 401(k) plan comparisons, exit plans for business owners, and life insurance with optional premiums.

Mr. Crawford has been an instructor, and has spoken for over 35 years to industry organizations and institutions, bankers, CPA firms, and attorneys' throughout the United States.

He has been a member of the Million Dollar Round Table (MDRT) for 37 years, and has qualified for the Court of the Table (COT), Top of the Table (TOT), and has received the National Quality Award (NQA) and National Sales Achievement Award (NSAA). He was also named man of the year for the National Association of Insurance and Financial Advisors service corporation (NAIFA) in New Orleans .

He currently serves as Port Commissioner for the Louisiana International Gulf Transfer Terminal Authority (LIGTT), board member of World Trade Center (WTC), and its' International Business Committee, and on the WTC audit committee. He was recently re-elected President of the France-Amerique de La Louisiane, LLC., and appointed to the Executive Committee of The Catholic Foundation. He continues to serve as board member of the Christian Health Ministries Foundation (CHMF), and is an executive board member of Boy Scouts of Southeast Louisiana. He has also served as a board member of Baptist Community Ministries (BCM).

Over the years he has been involved in civic, business and religious associations, and has served as the presiding officer of the following area organizations:

Society of Financial Service Professionals (SFSP)
United Way of Greater New Orleans
Boys & Girls Club of Greater New Orleans
Christian Health Ministries Foundation (CHMF)
Holy Name Parish Council
National Association of Insurance & Financial Advisors (NAIFA)
Celtic Club of New Orleans
Serra Club of Downtown New Orleans
Archdiocese Spirituality Center

Speaker's Biographies

"A Future Economic Vision for the State"

Louisiana International Gulf Deep Water Transfer Terminal Authority (LIGTT) – Sen. A. G. Crowe, President

Senator Crowe was appointed as the president of the Louisiana International Gulf Deep Water Transfer Terminal Authority (LIGTT). He has held several positions in southern Louisiana and Mississippi and includes:

Account Representative for Gillette-PaperMate covering south Louisiana and Miss.
Account Representative for Pentel then promoted to District Sales and later Regional
Sales Manager responsible for one third of the United States
National Sales and Marketing Manager/Trainer for CaseCraft Mfg.
Founder and President of St. Tammany Office Products (STOP!) opened in 1982 with stores in Mandeville and New Orleans East
Awarded the Xerox Corporation franchise for the north shore parishes in 1991

Current activities include:

Founder and President of Xpress Imaging, A Xerox agency (Marketing Xerox products)
Founder and President of "The File Depot", a locally owned national file management facility
National Coordinator/Consultant with Computhink for the Xerox Agent Channel marketing imaging software
State Representative, District 76 Chairman Science and Technology Committee, Member of Commerce, Education, Labor and Industry Committees and Coastalk

Listed below are just a few of the associations and community organizations that Sen. Crowe belongs to:

Chairman, House Select Committee on Technology
Member, House Education Committee
Member, House Commerce Committee
Member, House Special Committee on Coastal Restoration and Flood Control
Member, House Special Committee on Disaster Planning
Member, House Special Committee on Crisis Management, Recovery and Long-Term Revitalization
Member, Governor's Healthcare Reform Committee
Founding Member of the Louisiana Legislative Conservative Coalition
Former Chairman and member of the Northshore Legislative Delegation
President, Vice President, and Board Member of St. Tammany Economic Development Foundation
Member of several area Chamber of Commerce
President and Board Member of Reaching Very Special People (A division of the St. Tammany Association for Retarded Citizens)
Member of the Lake Pontchartrain Basin Maritime Museum and Research Center
Member and past Board Member of Slidell Rotary Club
Past Board Member of Slidell Boys and Girls Club
Jaycee President, Vice-President, Board Member
Member Board of Directors for the Notification and Prevention Foundation
Member CSAC Common Sense Against Crime
Co-Chair LA House of Representatives Northshore Delegation
Member of the Louisiana Industrial Development Executives Association
National Panelist for Prevention of Underage Drinking (One of Five Legislators Nation-wide)
Member, Louisiana Coalition for Open Government
Elected Member of the Republican State Central Committee
Member, Louisiana Technology Council

Speaker's Biographies

Installation Banquet

Remarks from the President and CEO of the Port of New Orleans

Gary LaGrange, President/CEO for the Port of New Orleans

Gary LaGrange has served as President and Chief Executive Officer of the Port of New Orleans since 2001. Under LaGrange's direction the Port made great expansions in spite of facing great adversity. During his tenure, the Port opened new, state-of-the-art container, cruise and refrigerated terminals. LaGrange's leadership brought the Port of New Orleans back into operation two weeks after Hurricane Katrina, the most extensive natural disaster in U.S. history.

LaGrange serves on the Boards and Executive Committees of the Waterways Council, Inc. and National Waterways Council. He also serves on the Boards of the Gulf Ports Association of the Americas and is past chairman and past president of the Gulf Intracoastal Canal Association. He has served as Chairman of the American Association of Port Authorities. He was named the Maritime Person of the Year by the Propeller Club of New Orleans in 2003, and Maritime Person of the Year by the Propeller Club of the Port of Gulfport in 2001. He was named the "Man of Steel" by the American Institute for International Steel (AIIS), and received the Leadership Award and named to the Hall of Fame by the International Maritime Association at the United Nations in New York. He was also named to the National Rivers Hall of Fame in Dubuque, Iowa and to the Federal Reserve Bank of Atlanta's Advisory Council on Trade and Transportation. He was also recently appointed to the U.S. Department of Transportation Maritime Administration's Port subcommittee.

Before taking leadership at the Port of New Orleans, LaGrange served as the Executive Director of the Mississippi State Port Authority in Gulfport, Miss., the Port of South Louisiana and the Port of St. Mary.

LaGrange attended Louisiana State University. He received his B.A. in Geography/Economics from the University of Louisiana at Lafayette. He also completed a Master of Arts in Urban Planning, with honors from USL, in addition to having earned the Professional Port Manager Certification (PPM) from the American Association of Port Authorities.



INTERNATIONAL FREIGHT FORWARDERS & CUSTOMS BROKERS ASSOCIATION OF NEW ORLEANS
34TH ANNUAL CONFERENCE - MAY 31ST - JUNE 3RD, 2012
THE MARRIOTT GRAND HOTEL, POINT CLEAR, ALABAMA

Program Sponsored by:



International Freight Forwarders & Customs Brokers Association of New Orleans
1908 Clearview Pkwy., Suite 203, Metairie, Louisiana 70001
Ph: 504-779-5671 Fax: 504-779-5670
Email: iffcbano@bellsouth.net Website: iffcbano.org