



# FTDC 2011

Footwear Traffic Distribution and Customs Conference

October 23-26, 2011 • Hilton Waterfront Beach Resort • Huntington Beach, CA

# Overview

The Footwear Distributors and Retailers of America (FDRA) invites you to attend the 2011 Footwear Traffic Distribution and Customs (FTDC) Conference. This year's FTDC Conference will focus on the most pressing issues facing the footwear industry today as well as a forecast of what's ahead.

- Topics include:
- INCO Terms
  - Sourcing
  - China Verification
  - Lessons from 9/11
  - C-TPAT Issues
  - Container Cost
  - Port Update
  - Update from Washington
  - Classification Issues & Basics
  - Interactive Footwear Sample Review

The Traffic portion of the conference will be immediately followed by the Customs portion, which will cover customs and classification, as well as an interactive sample review.

**When:** October 23-26, 2011

**Where:** The Hilton Waterfront Beach Resort  
Huntington Beach, CA

## Who Should Attend

- Footwear traffic, distribution specialists
- Customs, classification, valuation, and entry procedure specialists
- Service providers: ocean carriers, freight forwarders, customs brokers, 3PL and logistics firms, surface carriers



# Schedule at-a-glance

## Sunday, October 23

6:30 pm FTDC Opening Reception at the Hilton Waterfront Beach Resort

## Monday, October 24

8:00 am Continental Breakfast & Exhibits

8:30am Opening Remarks - Matt Priest, President, FDRA

8:45am **Market Dynamics and Integrated Partnerships** - Keynote Speaker, Gene Seroka, President, American President Lines

9:45am Networking Break

10:15am **INCO Terms 2011: Use Them or Abuse Them?** - Rennie Alston, American River International, Ltd.

11:15am **The True Cost of a Container** - Panel moderated by Bill Armbruster, Cargo Business News: David Bennett, Geodis Global Solutions; Brad Brunton, Collective Brands

12:15pm Lunch

1:45pm **The Calm Before the Storm: What's Ahead** - Panel moderated by Peter Hurme, Cargo Business News: 2012 Trans-Pacific Shipping Trends and Space Forecast by Dan Gardner, Ocean World Lines; How to Plan and React for the Unknown by Tim Nolan, Yusen Logistics; A View from Where We Sit by Charlie Kantz, Bakers Footwear; Brian Conrad, Transpacific Stabilization Agreement

2:45pm Networking Break

3:00pm **The Calm Before the Storm: A Port Must Be Proactive** - Ports of Long Beach, Los Angeles, Oakland, Portland, Tacoma and Seattle

4:30pm Adjournment

5:30pm Cocktails & Networking Reception at the Hilton Waterfront Beach Resort

## Tuesday, October 25

8:00am Continental Breakfast & Exhibits

8:30am **Update from Washington: Affordable Footwear Act (AFA), 1205 Fabric Bottoms, CPSIA** - Matt Priest, President, FDRA

8:45am **Perception & Perseverance: What Container Shipping Would Look Like Under Maersk's "New Normal" Manifesto** - Keynote Speaker, Michael J. White, President, Maersk U.S.A.

9:30am Networking Break

10:00am **10 Years Later: Have the Lessons Learned and Partnerships Created since 9/11 Resulted in Success or Failure?** - Keynote Speaker, Pete Mento, C.H. Robinson

11:00am **Sourcing for Footwear Packaging and Materials** - Pat Cooney and Matt Lover, PACCESS Packaging

11:30am **FDRA Sourcing & Logistics Spotlight** - Antonio Garcia, The Mexican Footwear Chamber

12:00pm Lunch with Bryant VanBuskirk, Supervisor, Los Angeles C-TPAT Field Office, **China Verification and Other C-TPAT Issues** (Open to both Logistics and Customs attendees)

### Customs portion of conference begins...

1:30pm **FDRA Customs Program/Non-Classification Issues** - John Pellegrini, McGuire Woods, FDRA Customs Counsel

3:00pm Networking Break

3:15pm **Non-Classification Issues Continued**

4:30pm Adjournment

5:30pm Cocktails & Networking Reception at the Hilton Waterfront Beach Resort

## Wednesday, October 26

8:00am Continental Breakfast & Exhibits

8:30am **Classification Issues followed by Classification Basics** - John Pellegrini, McGuire Woods, FDRA Customs Counsel

10:15am Networking Break

10:45am **Classification Issues: Interactive Sample Review** - Stacey Kalkines, National Import Specialist for Footwear, Customs and Border Protection (CBP) and John Pellegrini

12:00pm Adjourn



# FTDC 2011

October 23-26  
The Hilton Waterfront Beach Resort  
21100 Pacific Coast Highway  
Huntington Beach, CA

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## Program

Sunday, Oct 23

6:30pm

### FTDC Reception

Sponsored by OHL Global Freight Management and Logistics

Our conference kicks off with an opening reception on Sunday evening at the Hilton Waterfront Beach Resort. Meet and network with FTDC attendees over cocktails and hors d'oeuvres. Both Logistics and Customs registrants are invited to attend. Spouses are also welcome. (Please see registration form.)



## Register early and save

### 2011 Registration Rates:

#### Early Bird Registration (Book by October 3, 2011)

Traffic & Customs Combined: FDRA Member- \$695; Non-Member- \$795  
Traffic Portion Only: FDRA Member- \$595; Non-Member- \$695  
Customs Portion Only: FDRA Member- \$595; Non-Member- \$695

#### Regular Registration (Beginning October 4, 2011)

Traffic & Customs Combined: FDRA Member- \$795; Non-Member- \$895  
Traffic Portion Only: FDRA Member- \$695; Non-Member- \$795  
Customs Portion Only: FDRA Member- \$695; Non-Member- \$795

Register online at [www.fdra.org/meetings](http://www.fdra.org/meetings) or by completing the form on Page 10.

The FTDC Conference is co-chaired by: Mark Feldman, Valley Lane; Jeff Solomon, SG Footwear; Brad Brunton, Collective Brands; and Quinn O'Rourke, LaCrosse Footwear.

# Monday, Oct 24

**8:00am**

**Continental Breakfast & Exhibits**

**8:30am**

**Opening Remarks**

*Matt Priest, President, FDRA*

**8:45am**

**Market Dynamics and Integrated Partnerships**

*Keynote Speaker:*

*Gene Seroka, APL President, Americas, American President Lines*

There is one constant in this industry's ever changing environment: the desire to build integrated partnerships. Carriers do this by creating value for their customers through service predictability, innovation, sustainability, and IT solutions. This session talks about raising the bar in these areas through carrier/shipper collaboration.

**9:45am**

**Networking Break**

**10:15am**

**INCO Terms 2011: Use Them or Abuse Them?**

*Rennie Alston, American River International, Ltd*

This session will present a review of Incoterms and related global trade issues. It will address the history of Incoterms, what they do and don't do, recent changes, additions, clarifications and compliance.

**11:15am**

**The True Cost of a Container**

*Panel moderated by Bill Armbruster, Contributing Editor, Cargo Business News; David Bennett, Director (USA), Sales, Geodis Global Solutions; Brad Brunton, Senior Director, Global Transportation, Collective Brands; Brian Conrad, Trans-pacific Stabilization Agreement*

This panel will examine costs from the perspective of both the carrier and the shipper. From the shipper side, those include the costs of the goods themselves, inland transportation, the ocean freight rate, and surcharges. From the carrier side, the costs include vessel operating costs, shoreside operating costs, capital costs and overhead. The panel will also examine the impact of market forces in determining rates paid by the shipper to the carrier.

**12:15pm**

**Lunch**

**1:45pm**

**The Calm Before the Storm: What's Ahead**

*Panel moderated by Peter Hurme, Senior Editor, Cargo Business News:*

**2012 Trans-Pacific Shipping Trends and Space Forecast**

*Dan Gardner, Chief Executive Officer, Ocean World Lines*

**How to Plan and React for the Unknown**

*Tim Nolan, Senior Vice President & General Manager, Yusen Logistics*

**A View from Where We Sit**

*Charlie Kantz, VP Logistics/Warehousing, Bakers Footwear*

**2:45pm**

**Networking Break**

**3:00pm**

**The Calm Before the Storm: A Port Must Be Proactive**

*Ports of Long Beach, Los Angeles, Oakland, Portland, Tacoma, and Seattle*

**Transloading: Flexibility in the Supply Chain**

**Rail Interface and Port Productivity**

**Green Gateway Initiatives**

**Pier and Harbor Redevelopment**

**4:30pm**

**Adjournment**

**5:30pm**

**Cocktails & Networking Reception**

*Hilton Waterfront Beach Resort*

Tuesday, Oct 25

8:00am

Continental  
Breakfast & Exhibits

8:30am

Update from Washington:  
Affordable Footwear Act  
(AFA), 1205 Fabric  
Bottoms, TPP, CPSIA

Matt Priest, President, FDRA

As the Obama Administration's investigation into the use of the fabric bottom comes to a close, Matt will lay out what's on the horizon for this key industry issue. He will also update attendees on the prospects of passing the Affordable Footwear Act (AFA) and the current status of the Trans Pacific Partnership (TPP) Agreement negotiations involving key footwear trading partners. The session will close with a preview of the West Coast Product Safety and Environment (PSE) Workshop.

8:45am

Perception &  
Perseverance: What  
Container Shipping  
Would Look Like Under  
Maersk's "New Normal"  
Manifesto

Keynote Speaker:

Michael J. White, President,  
Maersk Line North America

This session focuses on how containerization revolutionized the world and global transportation. A whole new class of ship, truck, equipment, and port terminal machinery had to be built. And suddenly unimaginable complexities of schedules, equipment and time-lines had to be factored in. Today, we have a whole new generation of customers that expect a different kind of service level from all their suppliers. We have to rethink our business focusing on the value we can add to our customers' supply chains.

9:30am

Networking Break

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After such a successful event in Portland last year, FDRA welcomes you to join us in Southern California as FTDC 2011 speakers and panelists examine the road ahead for our industry. Are we really facing the calm before another storm? What's in store over the next year as the country continues to face economic uncertainty? We welcome you to participate in these important discussions..

— Matt Priest, FDRA President ”



## Travel

The Hilton Waterfront Beach Resort is located at:  
21100 Pacific Coast Highway  
Huntington Beach, CA 92648  
Phone: 1-714-845-8000  
[www.waterfrontresort.com](http://www.waterfrontresort.com)

A discounted group rate of \$175/night has been arranged for FTDC attendees. To take advantage of the group rate, please contact the hotel directly at 714-845-8000 and reference the FTDC Conference. Rate is available until September 23, and is subject to availability.

Nearby Airports:

John Wayne Airport (SNA): 8 miles  
Long Beach Airport (LGB): 14 miles  
Los Angeles International Airport (LAX): 31 miles

Taxi or town car service may be arranged to and from John Wayne Airport, Long Beach, or LAX by contacting the Hilton concierge service.

**10:00am**

**10 Years Later: Have the Lessons Learned and Partnerships Created Since 9/11 Resulted in Success or Failure?**

**Keynote Speaker:**

**Pete Mento, Director, Global Customs, Compliance and Trade Policy, C.H. Robinson Worldwide**

Ten years after the events of 9/11, we will look at the results of our nation's efforts to create an era of partnerships and cooperation in order to address the threat of terrorism in the international supply chain. Attention will be paid to the multi layered security strategy of US Customs and Border Protection – specifically the C-TPAT program. After a decade of hard work – what do we have to show for our sweat and tears and what do the next ten years have in store?

**11:00am**

**Sourcing for Footwear Packaging and Materials**

*Pat Cooney, Director, Sales & Business Development; Matt Lover, Director, Nike Account, PACCCESS Packaging*

Global brands expand by entering new markets, as well as through the expansion of manufacturing into new countries. Factory and supplier relationships worldwide, especially in Asia, can be challenging. PACCCESS will demonstrate the best ways to achieve transparency in a confusing Asian manufacturing system. Through the use of proven materials sourcing processes, benchmarking results and quality control procedures, footwear brands can achieve desired goals and lower costs.

**11:30am**

**FDRA Sourcing & Logistics Spotlight**

*Antonio Garcia, CICEG Foreign Trade Commission Member, The Mexican Footwear Chamber*

As footwear companies continue to explore additional sourcing options in light of inflation and labor shortages, many are considering the Western Hemisphere as a potential destination for increased production. With speed-to-market and lowered duties a consideration, Mexico presents a viable alternative for other footwear production countries. Representatives of the Mexican Footwear Chamber will provide an update on current footwear manufacturing in Mexico and what options are available to FDRA members and the industry-at-large.

**12:00pm**

**Lunch: China Verification and Other C-TPAT Issues**

*Bryant VanBuskirk, Supervisory Supply Chain Security Specialist, Customs-Trade Partnership Against Terrorism (C-TPAT), Los Angeles Field Office*

(Open to both Traffic and Customs attendees)

This presentation will focus on program updates and current threats facing international Supply Chain Security. Insight will be provided on recent smuggling activities with an analysis of trends currently affecting both the import/export community and Customs & Border Protection.



**1:30pm**

**FDRA Customs Program/  
Non-Classification Issues**

*John Pellegrini, McGuire Woods, LLP,  
FDRA Customs Counsel*

This segment will review a wide variety of customs issues. The topics to be discussed include valuation, origin marking, Federal Trade Commission labeling requirements, country of origin, preference requirements, as well as administrative matters such as penalties and liquidated damages.

**3:00pm**

**Networking Break**

**3:15pm**

**Non-Classification Issues  
Continued**

**4:30pm**

**Adjournment**

**5:30pm**

**Cocktails & Networking  
Reception**

*Hilton Waterfront Beach Resort*

**Send us  
your  
photos!**

Wednesday's Classification Issues session will offer an opportunity to have your footwear samples reviewed by John Pellegrini and Stacey Kalkines. To participate, please email a high resolution photo of each sample to [info@fdra.org](mailto:info@fdra.org) by Monday, Oct 10. Your images will be projected during the session and your questions answered.

Additionally, please bring the actual samples to the Classification Issues session beginning at 8:30am on Wednesday. The actual sample may be required for the shoe to be accurately reviewed.

**Wednesday, Oct 26**

**8:00am**

**Continental Breakfast &  
Exhibits**

**8:30am**

**Classification Issues followed  
by Classification Basics**

*John Pellegrini, McGuire Woods, LLP,  
FDRA Customs Counsel*

This segment will discuss the full range of footwear classification issues. The Basics: This will entail a complete in-depth review of Chapter 64. We will go through the Chapter virtually line by line to ensure that beginners in classifying footwear (and those who have not had to delve into the issues because everything was classified in heading 6405) have a complete understanding of Chapter 64.

**10:15am**

**Networking Break**

**10:45am**

**Classification Issues:  
Interactive Sample Review**

*Stacey Kalkines, National Import  
Specialist for Footwear, CBP & John  
Pellegrini, McGuire Woods, LLP, FDRA  
Customs Counsel*

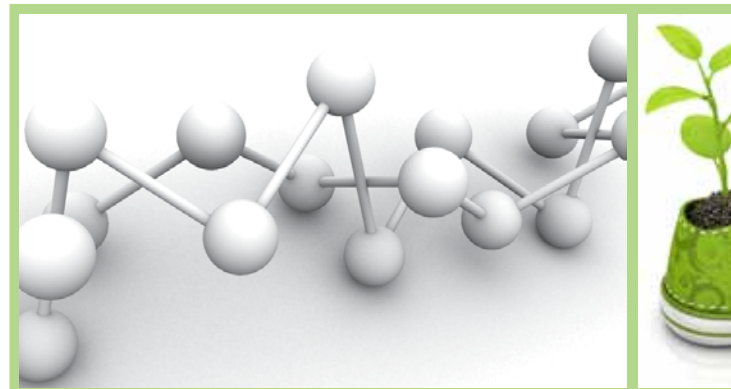
This is designed to be an interactive session and attendees are encouraged to bring their footwear samples. The classification principles will be discussed in the context of samples brought by attendees, as well as pictures of samples.

**12:00pm**

**Adjournment**

# FTDC Spon

- OHL Global Freight Management and Logistics
- Maersk U.S.A.
- PACCESS Packaging
- The Mexican Footwear Chamber
- Virginia Port Authority
- RCS Logistics
- Ability Tri-Modal Transportation Alliance
- DB Schenker
- Evergreen Logistics
- Evergreen Shipping Agency
- Expeditors International
- Horizon Lines
- Ocean World Lines
- Port of Los Angeles



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Port of Long Beach  
Port of Seattle  
Port of Oakland  
Trans Global Logistics Group  
Tungya Logistics  
Yang Ming  
Yusen Logistics  
Port of Portland  
Port of Tacoma  
Brown Shoe  
Collective Brands  
H.H. Brown Shoe Company  
R.G. Barry  
The Topline Corporation  
Wolverine World Wide  
Performance Team

FDRA would like to thank all of our generous sponsors for helping to make this year's FTDC possible.

Several sponsorship opportunities remain available. If you are interested in participating, please contact FDRA at 202-737-5660 or [stephanie@fdra.org](mailto:stephanie@fdra.org).



## Product Safety and Environment Workshop

The day following the FTDC Conference, October 27th, is the one-day Product Safety Workshop at the Hilton Waterfront Beach Resort. If you are registering for both meetings, you will receive \$100 off of your PSE registration. Visit [www.fdra.org/meetings](http://www.fdra.org/meetings) for details.

PSE Workshop  
Thursday, October 27, 2011  
8:30am-4:00pm  
The Hilton Waterfront Beach Resort

# Speakers at-a-glance

**Gene Seroka**  
APL President, Americas  
American President Lines

**Rennie Alston**  
Chief Operating Officer  
American River International, Ltd.

**Bill Armbruster**  
Contributing Editor  
Cargo Business News

**David Bennett**  
Director (USA), Sales  
Geodis Global Solutions

**Brad Brunton**  
Senior Director, Global  
Transportation  
Collective Brands

**Brian Conrad**  
Transpacific Stabilization  
Agreement

**Peter Hurme**  
Senior Editor  
Cargo Business News

**Dan Gardner**  
Chief Executive Officer  
Ocean World Lines

**Tim Nolan**  
Senior Vice President & General  
Manager  
Yusen Logistics

**Charlie Kantz**  
VP Logistics/Warehousing  
Bakers Footwear

**Ken Uriu**  
Marketing Manager  
Port of Long Beach

**Sue Coffey**  
Manager, Commercial Strategy  
Port of Tacoma

**Jahan Byrne**  
Business Development and  
Marketing  
Port of Oakland

**Stephanie Kang**  
Marketing Manager, Carrier  
Accounts  
Port of Seattle

**Sam Ruda**  
Director, Marine and Industrial  
Development  
Port of Portland

**Christopher Chase**  
Marketing Manager  
Port of Los Angeles

**Matt Priest**  
President  
FDRA

**Michael J. White**  
President, Maersk Line, North  
America  
Maersk, U.S.A.

**Pete Mento**  
Director, Global Customs and  
Trade Policy  
C.H. Robinson Worldwide, Inc.

**Pat Cooney**  
Director, Sales & Business  
Development  
PACCESS Packaging

**Matt Lover**  
Director, Nike Account  
PACCESS Packaging

**Antonio Garcia**  
CICEG Foreign Trade  
Commission Member  
The Mexican Footwear Chamber

**Bryant VanBuskirk**  
Supervisory Supply Chain Security  
Specialist  
Customs-Trade Partnership  
Against Terrorism (C-TPAT)  
Los Angeles Field Office

**John Pellegrini**  
Attorney, FDRA Customs Counsel  
McGuire Woods, LLP

**Stacey Kalkines**  
National Import Specialist for  
Footwear  
Customs and Border  
Protection (CBP)



# REGISTRATION

FTDC  
October 23-26, 2011  
The Hilton Waterfront Beach Resort  
Huntington Beach, CA

Please check one:

**Early-bird (Must be received by COB, October 3):**

- \_\_\_ Traffic + Customs Combined: FDRA Member- \$695; Non-Member- \$795
- \_\_\_ Traffic Only: FDRA Member- \$595; Non-Member- \$695
- \_\_\_ Customs Only: FDRA Member- \$595; Non-Member- \$695

→ Register online at [www.fdra.org/meetings](http://www.fdra.org/meetings)

**Regular Rates (Beginning October 4):**

- \_\_\_ Traffic + Customs Combined: FDRA Member- \$795; Non-Member- \$895
- \_\_\_ Traffic Only: FDRA Member- \$695; Non-Member- \$795
- \_\_\_ Customs Only: FDRA Member- \$695; Non-Member- \$795

Date \_\_\_\_\_

Attendee Name & Title \_\_\_\_\_

Attendee Name & Title \_\_\_\_\_

Attendee Name & Title \_\_\_\_\_

Attendee Name & Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Spouse's Name, if planning to attend Sunday reception (include \$75) \_\_\_\_\_

**Payment**

Total amount enclosed \$ \_\_\_\_\_

Please select one of the following payment methods:

Check enclosed, payable to FDRA. Must be in US dollars, drawn on a US bank.

Credit Card:     VISA     MasterCard     American Express

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Billing Address \_\_\_\_\_

Please send payment with this form to FDRA, 1319 F Street, NW, Suite 700, Washington, DC 20004 or fax to 202-638-2615. For questions, or to submit a payment over the phone, please contact Faith Lewis at 202-737-5660 or [flewis@fdra.org](mailto:flewis@fdra.org).



Footwear Distributors and Retailers of America  
1319 F Street, NW  
Suite 700  
Washington, DC 20004

October 23-26, 2011

# Footwear Traffic Distribution and Customs

Join your colleagues at this year's Footwear Traffic Logistics and Customs (FTDC) Conference, Sunday, October 23 - Wednesday, October 26 in Huntington Beach, California. The 2011 program will focus on the most pressing issues facing the footwear industry today as well as a forecast of what's ahead.

**Hotel + Registration:** [www.fdra.org/meetings](http://www.fdra.org/meetings)

**Questions?** Contact FDRA at **202-737-5660** or [info@fdra.org](mailto:info@fdra.org)

Earlybird registration ends: **Oct 3**  
See page 10.