

# Agriculture Transportation Coalition

"The principal voice of agriculture in U.S. transportation policy"

## 26<sup>th</sup> Annual Meeting

*The Largest Annual Gathering of Ag Shippers Sourcing and Delivering to Foreign Markets*

**Wednesday - Friday June 25 – 27, 2014**  
**Hotel Nikko, 222 Mason Street, San Francisco**

### WEDNESDAY, JUNE 25

**3:30 PM**  
**SHARP**

Buses leave Nikko for **Port of Oakland Terminal Tour**, for a close-up view of the operations of the nation's 5<sup>th</sup> largest port. Bus returns to Pier 40 in San Francisco for the cruise. (Limited to AgTC Members and Meeting Sponsors)

*Port of Oakland*

**5:30 PM**  
**SHARP!**

Bus leaves Nikko for **cruise of San Francisco Bay** with dinner, drinks hosted by Port of Oakland. **Boat departs at 6pm SHARP.** (Limited to AgTC Members and Meeting Sponsors)

*Port of Oakland*

**7:45pm** Buses to Return to the Nikko

**7:45pm**

**No-Host Early Bird Gathering** - Kanpai Lounge – Hotel Nikko Lobby Level

### THURSDAY, JUNE 26 – Nikko Ballroom

**7:00 am**

**AgTC Morning Walk-Run** Meet at Starbucks in the Nikko

Everyone who shows up gets a prize, courtesy Wine & Spirits Shippers Assn

**8:00 am**

**REGISTRATION OPENS** In front of Nikko Ballroom

*Hamburg Sud*

**9:30 am**

**BEST PRACTICES SESSION** (*No press - off the record; for AgTC members only.*)

**William Payne, President, North America, NYK** engages in face-to-face discussion with ag shippers to address operations, equipment, service, booking, fulfillment and documentation– what the shipper needs from the carrier and what the carrier needs from the shipper. Open and frank.

*Just Added:* NYK will bring a member of its ship team to demonstrate by live video how a ship is "built," how containers are stacked on ship, with special attention to needs for cargo – often – heavy, shifting liquid, reefer, etc.

Coffee Break—*Port of Portland*

**11:45am**

**Premium Sponsor and AgTC Member Luncheon** – Monterey Room

*Ryder Supply Chain Services*

**1:45 pm**

**GENERAL SESSION**

➤ *Welcome to All*

- Peter Friedmann, Executive Director, AgTC

➤ **The Shipper Perspective.** Leading ag exporters and importers present experiences and strategies: routing to avoid port disruption, documentation, carrier service challenges; container availability; rail service; trucking shortages, and more. (*Continues on next page*)

*Port of Seattle*

*(Shippers Perspective cont.)*

- **Michelle Staples, CellMark** (forest products)
- **Michael Symonanis, Louis Dreyfus, Allenberg Cotton**
- **Beverly Altimore, US Shippers Association** (ag chemicals, etc.)
- **Bruce Abbe, Midwest Shippers Association** (soy beans & grain)
- **Alison Leavitt, Wine and Spirits Shippers Association** (wine)
- **Joe Goodwin, Seaboard Foods** (pork)

#### Coffee Break

- **The Carrier Perspective.** A panel of senior ocean carrier and NVO executives: senior executives review reefer service, carrier Alliances, mega-ships, port disruption.

*Westwood Shipping.*

- **Todd Rives, Sr VP & Chief Comm. Officer, North America, CMA-CGM**
- **Brian Conrad, Executive Administrator, Transpacific Stabilization Agreement**
- **William Duggan, Vice-President, North America, Maersk Reefer**

**5:30 pm**

#### **WINE AND COCKTAIL RECEPTION**

*Mediterranean Shipping Company  
Port of Houston  
G3*

**7:30 pm**

#### **ANNUAL DINNER**

*Ports of LA and Long Beach  
Dreisbach Enterprises*

#### **Port of Long Beach Video**

**AgTC Welcomes Gene Seroka to his new position—Executive Director Port of Los Angeles**

**Presentation of 8<sup>th</sup> Annual Ocean Carrier Performance Survey Results.** Recognition of “Ocean Carrier(s) of the Year.” The benchmark by which carriers can determine how they are perceived by agriculture shipper customers.

**“The Life of the Ag Shipper”**

**9:30 pm**

#### **POST DINNER NETWORKING: Nikko 25<sup>th</sup> Floor Windows Over the City**

*California Cartage Company*

### **FRIDAY, JUNE 27 – Nikko Ballroom**

**7 am**

#### **Continental Breakfast**

*Wolters Kluwer Transport Services | Transwide*

**8:00 am**

#### **GENERAL SESSION**

*China Shipping*

- **West Coast Ports on the Eve of Expiration of ILWU Contract** - An extremely timely panel of the most “connected” individuals.
  - **Bill Mongelluzzo, Journal of Commerce**
  - **Chris Lytle, Executive Director, Port of Oakland**
  - **Don Crosatto, Int’l Association of Machinists**
- **Panama Canal** – When ag exports from the South and Midwest will begin to move via Panama Canal, instead of by rail to West Coast ports
  - **Flynn Adcock, Texas A & M**

## Coffee Break – *Port of Tacoma*

- **Port Drayage/Truck Transport** – When ag exporters (and importers) compete on delivered price, every wasted dollar cuts into the margin. Inland and port drayage is a costly part of the export business, and every exporter has horror stories. *(continues on next page)*
  - **Dan Smith, Tioga Group** has the data and insights to understand why those horror stories happen, and what you as an exporter can do about them.
  - **Peter Schneider, TGS Transportation & Karen Vellutini, Devine Intermodal** hands-on – what’s actually happening at the ports.
- **Chassis** In just 5 short years the chassis situation has gone from clarity (part of the basic ocean carrier service) to chaos - where most, but not all, of the steamship lines have stopped providing chassis "for free", except when they still do provide the chassis. Each port and inland terminal has its own practice, and each steamship line has its own rules in each port. The leading expert on intermodal chassis will shed light on the industry's latest trends and the cost implications.
  - **Steve Rubin, InterPro**

12:30 pm

## KEYNOTE LUNCHEON – The New Trade Balance

*APL*

**Paul Bingham, Economics Practice Leader, CDM Smith**

Widely quoted on global trade and transportation trends. Can US agriculture and forest products exports continue to increase in volume, and where will demand be greatest?

2:00 pm

## GENERAL SESSION

- **Protecting Shippers.** What are shippers options when specific problems with a carrier arise
  - **Rebecca Fenneman, Director, Consumer Affairs & Dispute Resolution Services, Federal Maritime Commission**
- **Rail Service for Ag:** Competing with oil, gas and coal; limiting service for ag shipments both east bound and west bound.
  - **Terry Whiteside, Whiteside and Associates**
- **Filing of Export Documentation to Avoid Penalties and Missed Sailings.**
  - **Dale C. Kelly, Chief, Foreign Trade Division, U.S. Bureau of the Census**
    - Post departure filing
    - Status of the AEI pilot
    - New requirements under the FTR
    - Who will qualify?

3:00 pm

**AgTC Member-Only Wrap up – Frank discussion: what we’ve learned at this year’s Annual Meeting; what we want to achieve in coming months to advance members’ interests.**

- **P3 and G6 Alliances**
- **C-TPAT for Exports**
- **West Coast Labor Contract**
- **Food Transport Safety Rules** – Stringent new FDA rules will impact all transport of most food, including raw products, destined for human or animal consumption in the U.S.
- **Customs-Trade Partnership Against Terrorism.** What will be the impact of bringing your entire export supply chain under Customs and Border Protection security scrutiny
- **Surcharges – Should they be accurate?**
- **Japan, China and EU destined cargo:** New advance filing rules are requiring export info to ocean carriers much earlier. Learn the details to avoid missed sailings.

4:00 pm

**Meeting Adjourns**