

**Partnerships International, Inc.**

SECOND ANNUAL

**“Partnering for Compliance™” West Coast**

*with the participation of the*

US Departments of State, Commerce, Defense,  
Homeland Security, OFAC, Census Bureau, and US & UK Trade

**August 24, 25 & 26, 2011**

**Hilton San José Hotel**

300 Almaden Boulevard, (Almaden Ballroom)

San José, CA 95110

Website: [www.sanjose.hilton.com](http://www.sanjose.hilton.com)

The Second Annual “Partnering for Compliance™” West Coast will focus on a broad spectrum of export/import regulatory and compliance matters of current relevance to companies and individuals involved in global trading.

**While we cater to all businesses, we place special emphasis on Small-to-Medium Businesses (SMBs) which rarely have the opportunity to gain first-hand knowledge from the experts. Please help us to ensure that your SMB contractors, suppliers, and clients have the opportunity to register for this ‘one-stop-shop’ program.**

Our objective is to expand your knowledge and awareness of the requirements needed to adhere to US export/import control regulations, thus helping to ensure your success as a global trader. Our speakers will endeavor to provide updates and discuss proposals on US Government initiatives and policies concerning export control licensing and enforcement issues to the best of their ability.

**To maintain the informal and interactive nature of our program, reservations are strictly limited to the first 200 paid-up registrants on a first-come, first-served basis. NOTE: All speakers have agreed, time permitting, to speak informally on a ‘one-to-one’ basis with participants. In an effort to facilitate as many participants as possible with this exceptional opportunity, we ask you kindly not to monopolize our speakers.**

Since 9/11 there have been considerable regulatory changes in US export controls. Notwithstanding the economic downturn, the complexity of international trade has changed significantly. The Department of Homeland Security, the enlarged EU, China’s WTO membership and rapid expansion into underdeveloped regions, political considerations, competition for scarce resources, and the emergence of the BRIC countries as global players have all impacted on both global trade and on how we do business. The recent global financial difficulties are an opportunity for our SMBs to source and resource new markets. US exporters labor under regulatory burdens that may put them at a disadvantage with their global competitors; therefore, solid up-to-date training and insights from the experts are some of our keys to success.

This interactive program will enhance your knowledge base, hopefully increase return on investment, and help maintain your employers’ compliance to become more competitive in the merging global markets. We urge you to have your questions prepared in advance. Answers will be forthcoming. Ample time has been set aside for the much-requested and valued Q & A sessions. An array of eminently-qualified senior experts from the Government and the private sector has been brought together to assist you.

An official Certificate of Completion outlining our 4.5 Continuing Education Units (accreditation granted by <http://www.industrycertification.org/approved-providers>) will be presented to each participant on Day 3 of the conference as evidence of having completed the program.

## AGENDA

**Wednesday, August 24, 2011 ('Business Casual' dress)**

*(Note: All speakers will endeavor to be inclusive of novice, intermediate, and advance-level participants as far as possible and practical during their respective segments. For clarification purposes, during their respective presentations all the speakers will answer short, relevant questions from participants).*

7:00 – 7:45 am **Networking and Continental Breakfast**

7:50 – 8:00 Administrative Remarks

**Ailish M. NicPhaidin (C)\***, President & CEO, Partnerships International, Inc.

8:00 – 8:40

**Opening Keynote Address: Jeff Klaben, CISSP, CISM, CISA, MBA (C)\***

IP Management & Security Advisor | Director, San Francisco Bay Area InfraGard

**TOPIC:** Partnering to Protect IP (Intellectual Property) in a Globalized, Web 2.0 World

8:40 - 10:10

**Joseph Whitehead (C)\***

Assistant Special Agent-in-Charge, San José Field Office, BIS/Department of Commerce

**TOPIC:** Partnering at Work – Confronting Enforcement

10:10 – 10:25

**COFFEE & NETWORKING BREAK**

10:25 – 11:55

**Joe A. Cortez (C)\***

Chief of the Regulations, Outreach, and Education Branch, US Census Bureau

**TOPIC:** Mandatory EEI - The Inside Track for Partners

11:55 – 12:30

**LUNCHEON & NETWORKING**

12:30 – 02:00

**Mark D. Menefee, Esq. (C)\*** (Retired Director of Export Enforcement, BIS, DoC)

Of Counsel, & **Bart McMillan, Esq. (C)\*** Partner, Baker & McKenzie, LLP,

Washington, D.C. and Chicago offices respectively

**TOPIC:** "Internal Compliance Programs: Best Practices for SMBs." *(to include Q & A session)*

02:00 – 03:45

**Enforcement Issues in International Trade**

**How to Partner and Avoid Seizures, Fines, Penalties & Forfeitures**

- **Dan Beutler (C)\*** Chief CBP Officer; **John Beyer, (C)\*** Supervisory CBP Officer, and **Cynthia Ellis (C)\*** CBP Officer; DHS - San Francisco

- **Michael Desmond (C)\*** Group Supervisor – CPI; & **John Bear (C)\*** Special Agent, Immigration & Customs Enforcement Office of Investigations, Department of Homeland Security **(NOTE:** ICE segment will include input from CIS San Jose Field Office Director **Carole Keller (I\*\*)**

**(NOTE:** *This portion of the program is based on real situations recently faced by DHS).*

03:45 – 03:55

**COFFEE & NETWORKING BREAK**

03:55 – 05:00

**OPEN Q & A FORUM**

**Panel:** Joe A. Cortez \*\*\* Joseph Whitehead \*\*\* Michael Desmond \*\*\* John Beyer \*\*\*

Carole Keller \*\*\* Dan Beutler \*\*\* John Bear \*\*\* Cynthia Ellis \*\*\* Mark D. Menefee

\*\*\* Bart McMillan

**(NOTE: A short session for SMB and novice participants on ITAR licensing will take place immediately after 5:00 PM).**

Tentative Agenda - Subject to Change

**Thursday, August 25, 2011** (*'Business Casual' dress*)

- 7:15 – 7:45 am    **Networking and Continental Breakfast**
- 7:45 – 8:00        Administrative Updates
- 8:00 – 12:00      **Terry L. Davis (C)\***    (*NOTE: Coffee break(s) at Mr. Davis's discretion*)  
Deputy Director, Office of Defense Trade Controls Licensing, Directorate of Defense Trade Controls (DDTC), US Department of State, Washington, D.C.  
**TOPIC:** Department of State Update – To include basics of making a license determination under the International Traffic in Arms Regulations (ITAR), Department of State's policy, positions, and initiatives
- 12:00 – 12:50     **Luncheon Keynote Speaker: Professor John Villasenor (C)\***  
Non-Resident Senior Fellow, Governance Studies & the Center for Technology Innovation, The Brookings Institution. Professor of Electrical Engineering, University of California, Los Angeles  
**TOPIC:** Addressing Export Control in the Age of Cloud Computing
- 12:50 – 02:10    **Kenneth Oukrop (C)\***  
Division Chief, Munitions Licensing, Defense Technology Security Administration (DTSA), Office of the Secretary of Defense, Washington, D.C.  
**TOPIC :** The Department of Defense Export Licensing Process - To provide insight into the role that DoD plays in export licensing under the International Traffic in Arms Regulations (ITAR)
- 02:10 – 03:30    **Shelly M. Atkinson (C)\***  
Compliance Specialist, Enforcement Division, Defense Trade Controls Compliance (DTCC), US Department of State, Washington, D.C.  
**TOPIC:** Compliance & Enforcement Trends, Implementing an Effective Company Compliance Program
- 03:30 – 03:40    **COFFEE & NETWORKING BREAK**
- 03:40 – 04:55    Open Q & A Forum with **Terry Davis, Shelly Atkinson** and **Kenneth Oukrop**  
*(NOTE: As time permits, Mr. Davis, Ms Atkinson and Mr. Oukrop will hold short 'one-on-one' informal meetings with participants on a first-come, first-served basis).*
- 04:55 – 05:00    Presentation of "Mentor of Excellence" Awards and Scholarship Awards

**(NOTE: A short session for SMB and novice participants on EAR licensing will take place immediately after 5:00 PM).**

Tentative Agenda - Subject to Change

**Friday, August 26, 2011** (*Casual Dress' day*)

- 7:15– 7:45 am     **Networking and Continental Breakfast**
- 7:45 – 8:00        Administrative Updates
- 8:00 – 10:00     **Larry Sullivan (C)\***        (*NOTE: Coffee break(s) at Mr. Sullivan's discretion*)  
Export Licensing Counselor, Bureau of Industry and Security (BIS), Western  
Regional Office (WRO), Northern California Branch (San José)  
**TOPIC:** Navigating the Export Administration Regulations - How to comply with the  
EAR; Understanding your Responsibilities and Liabilities under the EAR;  
Determination of the need for and how to request a Commerce license.
- 10:00 – 10:15     **COFFEE & NETWORKING BREAK**     (*proposed*)
- 10:15 – 12:00     Open Q & A Forum with Larry Sullivan
- 12:00 – 12:30     **LUNCHEON & NETWORKING BREAK**
- 12:30 – 02:00     **Leslie Devereaux (C)\***  
Compliance Officer, Office of Foreign Assets Control, (OFAC), US Department of the  
Treasury, Washington, D.C.  
**TOPIC:** OFAC's Role – Your Responsibility (*to include Q & A session*)
- 02:00 – 03:20     **Adrienne Braumiller, Esq. (C)\* and Bruce H. Leeds, Esq. (C)\***  
Braumiller Schulz & Co., LLP, Attorneys, Dallas, Texas  
**TOPIC:** Latest Developments in Import Compliance (*to include Q & A session*)
- 03:20 – 03:30     **COFFEE & NETWORKING BREAK**
- 03:30 – 04:50     **David Hayes (C)\*** President, David Hayes Export Controls, U.K. (former Corporate Head  
of Export Controls, Rolls-Royce Company)  
**TOPIC:** Dual and Third Country Nationals, EU Human Rights Law and links to the  
US/Treaty (*to include Q & A session*)
- 04:50 – 05:00     Closing remarks and adjournment of “Partnering for Compliance™” Program

**PROGRAM Q & A MODERATOR:** *Barbara Clements, President, Barbara Clements & Associates, Inc.*

**Coffee will be available throughout the conference**

*The interactive Question & Answer sessions are designed to answer the many, varied and pertinent questions that exporters and importers face on a daily basis. We invite you to participate courteously, fully and actively in these sessions. The sessions are designed to answer all your pertinent questions. Participants please note: Government officials will not discuss sensitive national security issues.*

PLEASE NOTE: All presentations and remarks made by the speakers are strictly not-for-publication without prior written authorization from the individual speaker(s).

**(C)\* = Confirmed     (I)\*\* = Invited**

## **Hotel and Car Rental Details**

**Any hotel accommodation reservations and payments, any car-parking arrangements, and any car rental reservations and payments are strictly the responsibility of each individual participant and are NOT the responsibility of the organizers. Organizers will accept NO liability or responsibility regarding any of these expenses or any related expenses.**

We have made special arrangements for participants to stay at:

### **Hilton San José Hotel**

**300 Almaden Boulevard, San José, CA. 95110**

**Phone: 408-287-2100 ( 1-800-HILTONS) Fax: 408-947-4489**

**Online hotel registration:** [http://www.hilton.com/en/hi/groups/personalized/S/SJCSHHF-PAO-20110822/index.jhtml?WT.mc\\_id=POG](http://www.hilton.com/en/hi/groups/personalized/S/SJCSHHF-PAO-20110822/index.jhtml?WT.mc_id=POG)

Go to 'Attendee Reservations', 'Book a Room' & enter 'Promotion/Offer Code': **PAO**

**Or, you may also telephone the Hilton San José at: 408-287-2100 & get the special conference rate. (Government employees will get full government rate by requesting same at time of booking.)**

**Reservations MUST be made by August 12, 2011**

Our block of rooms has been reserved until Friday, August 12, 2011, or until the room block is sold out, whichever comes first. Normal room rates are \$189, however the Hilton San José Hotel has given us a special rate for all participants of \$139 + 10.00% Transient Occupancy Tax (TOT); 4% CCFD Tax; \$0.60 (60%) CTTC/PBID assessment, and \$2.00 Tourism-Business Improvement District (T-BID) tax per day (single or double). Breakfast is available in the hotel restaurant, and prices vary depending on which breakfast is chosen. Should participants wish to arrive early and/or remain in the San José area after the program, the hotel will offer these same rates. Self-car-parking is \$6 per day for those attending the conference; however you must inform the hotel in advance of parking each day, and quote the 'Booking Code', to benefit from the reduced car-parking rate. The normal daily car-parking rate is \$19.00 per day. The organizers shall accept no responsibility whatsoever for any car-parking or hotel reservation arrangements.

**Early reservations are advisable since the number of reserved rooms is limited.**

We have also made special arrangements with Dollar Rent-A-Car. Their cars range in price, however, they will give participant a special rate (lower range) of **\$29.00** per day or **\$162.00** per week for an economy-size car and (higher range – Convertible) of **\$60.00** per day or **\$330.00** per week. Several car ranges between these two are available. For further details/reservations go to: [www.dollar.com/default.aspx?corpdiscnbr=CA1129](http://www.dollar.com/default.aspx?corpdiscnbr=CA1129) Code # is: **CA1129**. Special prices apply to both San Jose and San Francisco International Airports.

**Each attendee is responsible for arranging his/her own transportation to and from the program conference center.**

Other hotels in the near vicinity are:

Wyndham San Jose Hotel ~ 408-453-6200

Crowne Plaza San Jose – Downtown ~ 408-998-0400

Special rates have **not** been negotiated with these hotels.

Please let us know in writing by Monday, August 8<sup>th</sup>, 2011 if you have special needs or if you require special assistance in any way and we will be glad to facilitate you to the best of our ability.

Tentative Agenda - Subject to Change

**2<sup>nd</sup> Annual "Partnering for Compliance™" West Coast Conference  
Registration Information**

(Reservations are limited to the first 200 paid-up registrants)

**Fee schedule for all pre-registered and pre-paid received by COB Friday, August 12<sup>th</sup>, 2011**

Non-US Government	US\$450. <sup>00</sup>
US Government Employees*	US\$150. <sup>00</sup>

**Fee schedule for all registrations received after COB Friday, August 12<sup>th</sup>, 2011 - must be pre-paid to ensure access to conference:**

Non-US Government	US\$495. <sup>00</sup>
US Government Employees*	US\$190. <sup>00</sup>

**\* The special US Government rate does not apply to any Government contractors**

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**Online registrations and credit card payments are available at our website:**

[www.partneringforcompliance.org](http://www.partneringforcompliance.org)

**Registrants who wish to complete the registration form and pay by check may do so by making checks**

**payable to:**

***"Partnering for Compliance"***

**and mail to:**

Ailish M. NicPhaidin  
Director, "Partnering for Compliance™"  
211 Cocoa Street, SE  
Palm Bay, FL 32909-4314, USA

For further details, please contact Ailish M. NicPhaidin by phone at 321-952-2978, by fax at 321-953-0234, or by email at [Ailish@PartneringForCompliance.org](mailto:Ailish@PartneringForCompliance.org)

If paying by check, initial registration via email or fax is recommended, and payment must follow with original completed registration form to ensure accuracy of registration. **NOTE:** Registrations will not be processed until payment is received, and registrations will be confirmed only upon receipt of payment. Please bring confirmation notification to the program. **Website Registrations:** an email from our website indicating that the registration process has begun, and an email receipt from PayPal for electronic payment, will be sent to all registrants. PayPal will send its receipt email to the address given by each participant at the time of payment. Receipt of both these emails is final written confirmation of registration completion.

**Cancellations prior to August 1<sup>st</sup>, 2011 will receive a full refund, less a US\$40.<sup>00</sup> handling fee. Cancellations after August 1<sup>st</sup>, 2011 will not receive a refund or credit towards any future programs. Substitutions for the entire program, with full details in writing, will be processed at no additional charge up to COB August 19<sup>th</sup>, 2011. All 'no-shows' at the program will be billed for charges, and payment will be expected. Bank-returned checks' fee is also US\$40.<sup>00</sup>. Delegates may not "share" a pass between multiple attendees. All delegates are required to wear their name badge (available at the registration desk) throughout the program for identification purposes. We appreciate your co-operation and partnering on these policies.**

**NO EXCEPTIONS.**

Tentative Agenda - Subject to Change

## **REGISTRATION FORM**

All attendees **must** complete and send the **entire form, including email address**, to the address below:

- This registration includes attendee's information and payment in full.  
 This registration includes attendee's information only – payment via check or money order to follow.  
*(Note: payment must be received by deadline date (see previous page). Registrations will not be processed until payment is received).*

Full Name (Type/Print): \_\_\_\_\_

Company Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email address: \_\_\_\_\_

Full Address: \_\_\_\_\_

(including mail code) \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Cell: \_\_\_\_\_

Check/Money Order attached (please state amount): \$

Check/Money Order to follow (please state amount): \$

Signature \_\_\_\_\_  
(email transmission will be considered as signed by registrant)

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### **All non-online registration forms and fees should be mailed to:**

**Ailish M. NicPhaidin, Director**  
**"Partnering for Compliance™"**  
**211 Cocoa Street, S.E.,**  
**Palm Bay, FL 32909-4314, USA**  
**or details faxed to + 321-953-0234**  
**or emailed to [Ailish@PartneringForCompliance.org](mailto:Ailish@PartneringForCompliance.org)**

### **to reach us no later than COB Wednesday, August 17<sup>th</sup>, 2011.**

**NOTE:** We do our utmost to design our programs to facilitate partnerships and encourage the free and courteous exchange of as much information as possible to help you in your business. These exchanges, and the information contained in them, are **not** for publication without the prior written authorization of the individual speaker(s); and these exchanges may **not** be recorded. Please help us by abiding by these policies.

The material(s) in this publication and the presentation(s) to which they pertain, express the views of the individual author(s) and speaker(s) only and do not necessarily represent any of the position(s) of the organizers on the various issues addressed. These materials and presentations, which are prepared by experts in the relevant subject areas, are intended to provide the audience with valuable information on various topics in international trade and related fields. They are not intended, and should not be construed, as legal advice on any particular matter(s) involving any specific parties. The organizers advise that, in respect of any such particular matter(s), affected parties should seek legal counsel. Partnerships International, Inc. assumes no liability for any changes in program date(s), content, speaker(s), venue or any other matter(s) arising from the use of this document.