



August 2020 - Info Expeditior

## What's New?

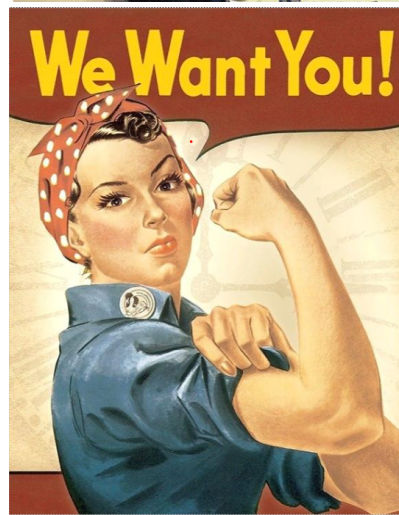
- [CBFANC Elections for 2021 Board of Directors](#)
- [WESCCON 2020 WILL BE VIRTUAL, OCT 1 AND 2, 2020](#)
- [Oakland A's Sue California over pollution at Port of Oakland](#)
- [Doubts Shadow Letter Issued by Oakland A's Ally](#)
- [CBFANC Joins East Oakland Stadium Alliance in Rebuttal to "Town Business" Letter](#)
- [CBFANC President Hwang Reports on Port Congestion and Chassis Issues](#)
- [PMSA Letter to Governor Newsom](#)
- [Help Available for US Exporters Seeking New Overseas Markets](#)
- [AgTC Letter Cites Chassis Crisis, Equipment Issues As Threats to LA/LB Port Competitiveness](#)
- [Consumer Electronics Show CES to be All Virtual in 2021](#)
- [KEEP CALM AND WEAR YOUR MASK](#)
- [NCBFAA G-TEC to be Virtual Event Due to COVID-19](#)
- [NCSD Webinars Schedule for June Through August 2020](#)
- [WESCCON 2020 WILL BE VIRTUAL, SAVE THE DATE, OCT 1 & 2, 2020!!](#)
- [CBFANC Educational Events Schedule](#)
- [CBFANC Social Media](#)

## CBFANC Elections for 2021 Board of Directors

*Chris Ramos, Chairman, CBFANC Board of Directors*

### CBFANC Board of Directors 2021 Elections coming up soon!

**Ask not what CBFANC can do for you; ask what you can do for CBFANC!**



We are seeking member participation on the CBFANC Board of Directors. If you are a professional member of CBFANC and are interested in serving on the board of directors please ask another member to nominate you for the upcoming elections. Nominations can be sent to [info@CBFANC.org](mailto:info@CBFANC.org).

If you know a fellow CBFANC professional member who you think would be a great addition to the board of directors, contact that person and see if they would like you to submit a

**WESCCON 2020 WILL BE VIRTUAL, SAVE THE DATE, OCT 1 & 2, 2020!!**

**WESCCON 2020 GOING VIRTUAL!**

**Eduardo Acosta**



Due to the COVID19 pandemic, WESCCON 2020 cannot be held at the Loews Resort in Coronado, CA this coming October. As such, **PCC President Eduardo (Lalo) Acosta and the WESCCON Committee are converting this year's conference to a virtual event!** It will be online and available on the device of your choice! Improve your business and your career with workshops, panels, roundtable discussions and town hall meetings on important issues facing our industry. Registration details will be soon available!

nomination in their favor to [info@CBFANC.org](mailto:info@CBFANC.org).

Board terms are for three years. The board meets every other month for a dinner meeting, and on other months it meets via conference call.

Now is your chance to help shape the future of our association.

The election results will be announced at our annual meeting/holiday gathering to be held on December 9, 2020.

**Below, Chris Ramos, KSI Inc, CBFANC Chairman**



**CBFANC Educational Events Schedule**

**Topics**

- August 19 - Classification Webinar
- September 16 - CBP CEE Seminar
- October 21 - Valuation
- November 18 - Export focused webinar
- December 9 - Happy Hour (Holiday) or CBP Importer/Broker Audit Assessment or BOTH! TBA.

**WESCCON 2020 WILL BE VIRTUAL, OCT 1 AND 2, 2020**

**UNPRECEDENTED EVENT: WESCCON 2020 WILL BE HELD ONLINE!**

**WESCCON**  
**20 20**

Looking to the Future of Trade in a Virtual World

WESCCON is going virtual for 2020- More info to come!  
October 1st - 2nd 2020

**CBFANC Social Media**

Please connect with us!

**Twitter - @cbfunc**

**LinkedIn - CBFANC**

**Facebook - CBFANC**

**Oakland A's Sue California over pollution at Port of Oakland**

**Lawsuit confirms A's first priority will be luxury development and loss of jobs at the Port of Oakland.**

**Events Around the Bay**

- [P.A.E.I](#) - Professional Association of Exporters and Importers
- [www.paei.org](http://www.paei.org).
- [OWIT NC](#) - Organization of Women in International Trade Check website for updates
- [Monterey Bay International Trade Association \(MBITA\)](#) - Monterey Bay International Trade Association Check Website for updates
- [Norcal W.T.C.](#) - The Northern California World Trade Center Check Website for updates
- [PTA](#) - Pacific Transportation Association Check Website for updates



### ***Idle cranes stand next to the proposed stadium and luxury highrise development***

The Oakland A's sued the California Department of Toxic Substances Control over alleged pollution at Schnitzer Steel's metal shredding facility which is next door to Howard Terminal where the A's propose to build a new stadium and luxury real estate development.

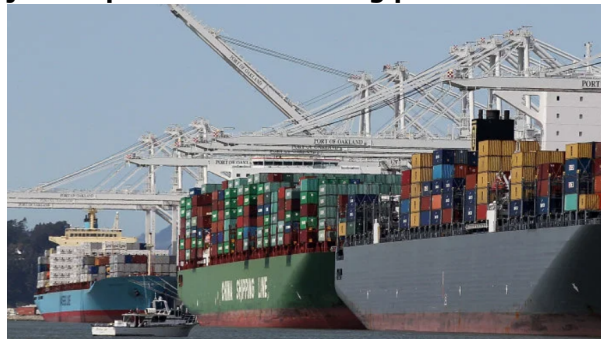
Dave Kaval, president of the A's, wrote on Twitter, "West Oakland has long dealt with unacceptably high levels of pollution, as well as elevated risks of health problems like asthma, heart disease, and COVID." (This is not the first time that the A's organization has tried to use COVID to justify their new stadium proposal).

### **Opposing Parties in Industry Respond to the A's Recent Action**

Colin Kelly of Schnitzer Steel said in a statement that the A's lawsuit is part of "efforts to dismantle the Port of Oakland to make room for their waterfront stadium and luxury housing development."

Mike Jacob of PMSA said "This aggressive action by the A's proves what we have been afraid of this whole time: They are intending to shut down and push back on the current operations of Oakland's working waterfront."

### **CBFANC Supports the Continued Success of Maritime Operations at the Port of Oakland! Thousands of local jobs depend on our working port.**



Dear reader: ***Did you or any of your customers have cargo on one of these three ships? Don't let the A's force ships to bypass Oakland in favor of L.A. or Prince Rupert!***

### **Doubts Shadow Letter Issued by Oakland A's Ally**

Earlier this week, a group calling itself *Town Business* sent a letter to the mayor and city council calling on them to support the A's lawsuit against the Department of Toxic Substances Control (DTSC) and asking that they formally endorse the A's ballpark and real estate development at Howard Terminal.

The link to that letter is here:

<https://static1.squarespace.com/static/5da11f8e6667ff7ba09addba/t/5f46947c072a7c44e9af023d/1598461053135/Town+Business+-+letter+to+Mayor+and+City+Council+-+August+25%2C+2020.pdf>

After a number of the individuals listed on the letter were contacted, it turned out that not a single one of them had seen the letter, heard of the lawsuit, or agreed to be listed as a signatory. Many barely knew who *Town Business* is or understood their mission. Clearly, *Town Business* is a front for the Oakland A's, and they took it upon themselves to represent this large group of businesses as supportive of their lawsuit in their efforts to gain traction for their ballpark proposal at the Port.

Bottom line is the A's are trying to portray themselves as "green saviors" who will swoop in and rescue West Oakland from all of the industrial businesses that call it home by building a ballpark, luxury condominiums and high rise office space.

**Who is "Town Business?"**

Per Phil Matier of the San Francisco Chronicle:

A group calling itself "Town Business" was put together with the help of the A's and represents about 25 businesses, ranging from big ones like Clorox to small ones like the Golden Squirrel Pub in Rockridge. Its first action was to call on Oakland City Council to drop its lawsuit aimed at blocking the A's purchase of Alameda County's half share of the Coliseum site. The team said the sale was essential if the plan to build a privately financed waterfront ballpark across town is to succeed. The suit was eventually settled.

**CBFANC Joins East Oakland Stadium Alliance in Rebuttal to "Town Business" Letter**



August 28, 2020

Town Business

To whom it may concern:

As members of the East Oakland Stadium Alliance and Oakland's industrial and maritime jobs sector, we were extremely disheartened to see Town Business pen a letter to our city's leaders asking for their support for the Oakland A's lawsuit against the Department of Toxic Substances Control (DTSC) and simultaneously maligning one of the city's long-time industrial businesses, Schnitzer Steel. We found it quite surprising that large businesses ranging from PG&E to Clorox, business groups including the Oakland Chamber of Commerce and the Bay Area Council, and many small businesses who have never interacted with DTSC, the maritime industry or Schnitzer, would have signed a letter supporting a lawsuit that they have not seen that involves a business they don't know.

So imagine how confused we were when we reached out to a number of those who were listed as signatories to this letter only to find out that not a single one had seen the letter or approved having their name and business included as a signatory, and frankly didn't know anything about the letter, the lawsuit, or the issues discussed. We were left to conclude that whomever wrote the letter did so without any outreach to those they listed as supporters in an effort to fool city hall into thinking there is broad based support for the A's lawsuit.

**We call on you now to immediately identify the author(s) of the letter, to rescind the letter, to acknowledge that the signatures were unauthorized, and to publicly apologize to all those whose signatures were included without their consent. We further ask that you provide this letter to all signatories as part of your apology.**

[The Letter to Town Business continues here, PLEASE READ!!](#)

### CBFANC President Hwang Reports on Port Congestion and Chassis Issues

*Evey Hwang, CBFANC President*



***Evey Hwang, Alba Wheels Up, CBFANC President***

Do port congestion and chassis issues affect port competitiveness? In July, CBFANC signed with other port stakeholders A joint letter with Pacific Merchant Shippers Association (PMSA) to raise concern to California legislature on the decline of market share of West Coast ports to East Coast ports. While it is important to call California lawmakers'

attention to loss of West Coast market share, it is equally important to recall that port efficiency remains an elusive yet necessary part of solutions. A huge concern is chassis equipment. Since ocean carriers divested from chassis, the equipment issue became complicated and costly. The reality is that the ocean carriers are still dictating policy to chassis providers and still assessing charges--the situation is not equitable. Port truckers had to quickly learn how to navigate through complicated, new realities in order to match chassis, facilitate fees, schedule multiple appointments for every container move. And yet, even with the sincere best efforts of the port trucking community, it's not working well. Chassis shortages are compounding port congestion issues.

CBFANC with Pacific Coast Council associations joined other port stakeholders to sign onto AgTC coalition letter requesting review of chassis issue. Per Peter Friedmann of AgTC, the "ask" for the Port authorities is to "develop and implement strategies" and "best practices that reduce costs to shippers and increase gate productivity". The letter also cited comments from the Harbor Trucking Association:

[Harbor Truckers Comments can be read here](#)

### PMSA Letter to Governor Newsom

**CBFANC acts as signatory to support the PMSA letter.**



July 13, 2020

Dear Governor Newsom, Lt. Governor Kounalakis, Members of the State Legislature

The undersigned trade associations, organizations, and businesses altogether represent a broad cross-section of the California economy, including such industries as retail, manufacturing, agriculture, aerospace, and logistics. The importance of a robust goods movement sector throughout the state cannot be understated. The sector District 190 supports 1 in 3 jobs in California and 1.6 million trade-related

jobs in Southern California, generates direly needed tax revenue, and services the state's critical industries. In the Port of Oakland alone, agricultural items totaled \$13.75 billion which accounted for nearly 70% of the port's total exports last year. Moreover, the sector ensures that critical supplies can be available during the current crisis. We are requesting that Governor Newsom and the Legislature consider the importance of California's goods movement industry sector and take action to reverse the decline in market share before California permanently loses jobs and direly needed state revenue.

[The PMSA letter continues here](#)

## Help Available for US Exporters Seeking New Overseas Markets

*Soon Wook John Lee, CBFANC Board*



The U.S. Commercial Service provides US EXPORTERS with general assistance to bring US GOODS and SERVICES to overseas markets.

During these times of COVID-19 many small exporters find that they could use some assistance and guidance in updating their website and online presence.

### **U.S. Commercial Service - Website Globalization Review (WGR) – Gap Analysis Service.**

As part of the WGR report the U.S. Commercial Service will run two SEO reports and put it all together into an Executive Summary of your website's strengths and weaknesses and recommendations. The report provides the SEO enhancements that will make your web presence more appealing and functional for overseas prospects.

The Website Globalization Review (WGR) Gap Analysis service provides technical and strategic assessment of a business's ecommerce sales channel efforts.

- WGR Gap Analysis report is part of [digital strategy](#) counseling with a CS Trade Specialist;
- This report evaluates a business's website from [international marketing and sales perspective](#);
- Report provides [website SEO](#) enhancements that will make your web presence more appealing and functional for overseas sales prospects.

### Each WGR Gap Analysis Report Includes:

- Executive Recommendations
- Technical SEO web crawls (2 tools used)
  - Metadata Issues
  - Keyword Issues
  - Backlink Issues
- Website Internationalization Best Practices
- International Aesthetics Assessment
- eCommerce Business Service Provider Referrals
- Follow-on Coaching

Daniel Giavina  
U.S. Commercial Service  
International Trade Administration – U.S. Department of  
Commerce  
75 Hawthorne Street, Suite 2500  
San Francisco, CA 94105  
Cell: 415-203-9357  
E-mail: [Daniel.Giavina@trade.gov](mailto:Daniel.Giavina@trade.gov)

### **AgTC Letter Cites Chassis Crisis, Equipment Issues As Threats to LA/LB Port Competitiveness**

*AgTC, Peter Friedmann*



Peter Friedmann, Executive Director of AgTC

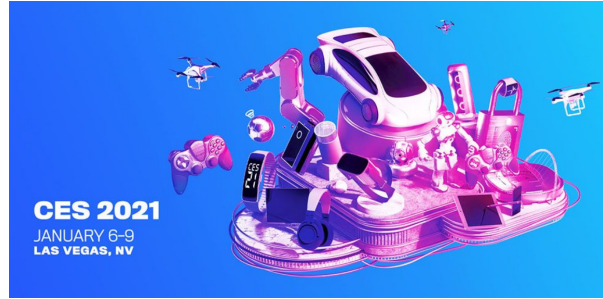
On August 18, 2020, The AgTC issued a letter to the Executive Directors of the Port of Los Angeles and the Port of Long Beach. Beneficial cargo owners, shippers, and their transportation partners cite an extensive list of issues that are having devastatingly adverse affect on cargo flows. These problems threaten the competitiveness of West Coast ports, thereby diminishing the ability of US importers and exporters to successfully open new markets.

The letter can be read here.

[read more...](#)



**Consumer Electronics Show CES to be All Virtual in 2021**



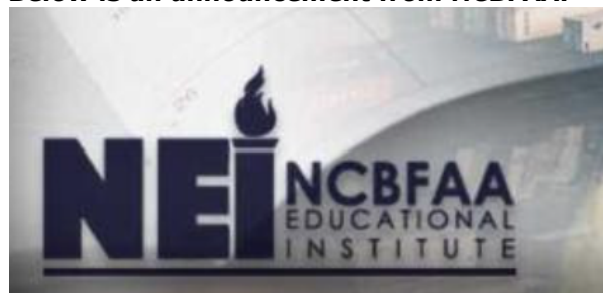
Customs brokers and forwarders and logistics professionals have long considered CES held annually in Las Vegas to be one of the most important trade shows of the year. In 2021, however, the event will be strictly virtual due to COVID19 concerns. This development will have a big, negative impact on the struggling hospitality industry in Las Vegas. The CES is the largest event by exhibition space in the country, spanning nearly 3 million net square feet. More than 170,000 people from 164 countries, regions and territories attended the weeklong showcase earlier this year. The virtual CES 2021 will run from Jan 6 to Jan 9. (Source: Wall Street Journal, July 29, 2020)

**KEEP CALM AND WEAR YOUR MASK**



**NCBFAA G-TEC to be Virtual Event Due to COVID-19**

***Below is an announcement from NCBFAA:***



**G.TEC 2020 - The Show Must Go On(line)!**

With COVID-19 impacting business and our daily lives, including the cancellation of events of every size and scope,

we wanted to confirm that due to continued restrictions, our 2020 Global Trade Educational Conference (G.TEC) originally scheduled for August 3-4 in Chicago, IL will now be held online.

We appreciate your patience as we work behind the scenes to make this shift. We plan to open registration next month, and thank everyone for their interest and patience. We look forward to offering you excellent educational content in August.

### **NCSD Webinars Schedule for June Through August 2020**



## **U.S. Customs and Border Protection**

U.S. Customs and Border Protection's (CBP) National Commodity Specialist Division (NCSD) is hosting their next round of commodity-specific webinars and have released their schedule for June through August. Below is the list of available webinars.

[Read here for the schedule](#)

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