



New York **RETAIL & COMPLIANCE**

GLC

2019 GLOBAL LOGISTICS CONFERENCE

October 17, 2019

151 West 42nd Street, New York, NY 10036



Amanda Barlow
*Vice President of
ATA Carnet*
Roanoke
Insurance Group

Amanda Barlow is the Vice President of ATA Carnet for Roanoke Insurance Group. Ms. Barlow is responsible for the management of the ATA Carnet customer service operations, which consists of six customer service representative across the United States and the ATA Carnet application and issuing software. In addition, she is responsible for the growth, development marketing, and sales of the ATA Carnet product and all its related services nationwide. She is a licensed insurance broker in the state of California and holds a non-resident insurance brokers license in the state Illinois and New York.

Ms. Barlow regularly presents on behalf of Roanoke for a wide variety of associations, department of commerce, and trade groups' educational events, seminars and webinars. In addition, Ms. Barlow is tasked with training U.S. Customs and Border Protection on the accurate use and smooth processing of both U.S. and Foreign ATA Carnets.

Ms. Barlow authored and taught for several semesters the Export Promotion Marketing course for the international trade and marketing department at the State University of New York's Fashion Institute of Technology (FIT-SUNY), where she has been an Adjunct professor since 2006. She also sits on FIT-SUNY's Gemini Shippers Association's Scholarship Committee, as well as their International Industry Advisory Board, which ensures that the curriculum is continually in line with industry advancements.

Ms. Barlow was appointed to the U.S. Department of Commerce's District Export Council (DEC) of Southern California, one of more than 60 DEC's that exist throughout the country to support the U.S. Government's export promotion efforts. In addition she is a member of the National Customs Brokers and Freight Forwarders Association of America's Educational Institute (NCBFAA-EI) Marketing Subcommittee, along with representing Roanoke and our clients in the Trade Support Network (TSN) and USCIB's Customs and Trade Facilitation Committee. She served as the Secretary and Marketing Chair on the Organization of Women in International Trade (OWIT) New York chapter's board of directors from 2009 until 2012, and is now an active member of the OWIT chapter in Orange County CA.

Prior to joining Roanoke, Ms. Barlow was the Marketing Director in the Carnet and Trade Services Department of USCIB. She was responsible for the marketing, promotion and development of USCIB's Trades Services. She joined USCIB in 2005 as an entry level ATA Carnet issuing representative, and moved very quickly into management. Before joining the USCIB, Ms. Barlow worked with ATA Carnets for a New York based Italian fashion house.



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Mike Bellezza
Vice President
Tradewin

Before joining Tradewin in 2010 as Principal of the US Consulting Practice, Michael had worked for Expeditors for 8 years in a wide variety of management positions including Customs Brokerage Operations, Import & Export Compliance, Freight Forwarding, and Supply Chain Analytics. Michael is responsible for all aspects of Tradewin's global consulting practices in North America, Europe, Asia, and the South Pacific. He has a talent for bringing common sense solutions to complex regulatory scenarios. He specializes in building compliance programs, providing educational seminars and workshops, advising risk mitigation, and implementing duty reduction programs.

Michael is a U.S. Licensed Customs Broker. He is IATA/FIATA certified and is a member of the International Compliance Professionals Association. He is a graduate of Boston College with a degree in Economics.



Marlena Blonsky
*Global Environmental
Manager*
Expeditors

Marlena is deeply passionate about sustainability and how we can all contribute to a more equitable and green future. She currently manages the environmental stewardship programs for Expeditors International, including employee engagement programs, customer carbon reduction strategies, and carbon reporting.

Marlena enjoys travel (but feels conflicted over the high carbon cost of airplane rides), camping, and gardening. Marlena believes very strongly in the joy of bike rides and ice cream. She thinks life is too short to not be enjoyed thoroughly.

Marlena graduated from the University of Washington with a degree in Gender Studies. She started her career at Expeditors shortly thereafter, as an Export Support Specialist in our Information Systems group. Marlena is a true example of our "hire for attitude, train for skill" value, as she worked her way through different departments including Distribution Support, America's Distribution Services, and now in the role of Global Environmental Manager.



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Maryanne Carney

*Assistant Port
Director of Trade
Operations
Port of New York /
Newark*

Maryanne Carney has been directly involved in the National Drawback Program of Customs & Border Protection for over 35 years. Her CBP career began on an import specialist team within NY Seaport; she worked in both the Residual Liquidation & the Drawback Branches; was a Commercial Operations Program Officer in the NY Region and has served on several lengthy details to Headquarters in Washington D.C. and to the New York Field Office. She has made significant contributions to her agency which have resulted in the modernization of a major government program with both new streamlined automation and new operational regulations.

Since the 1989 National Drawback Revitalization Study, Ms. Carney has been the CBP National Field Drawback Specialist whereby she provides operational support to Headquarters and the various Drawback Chiefs/Centers located around the country. She has been directly involved with the National training of both drawback specialists & regulatory auditors, a participant in the Drawback Revitalization Study, part of the Drawback NAFTA implementation meetings with Canada & Mexico, a CBP representative on the re-negotiation team for both the current Part 191 & TFTEA Drawback Regulations, and involved in all drawback automation projects over the years including ACS & the present ACE initiative. Ms. Carney was part of the HQ Drawback Risk Assessment Group, and has been involved with the yearly CBP financial reviews/audits conducted by the GAO & IG Treasury/DHS offices. She is a member of the Trade Support Network Drawback Simplification Project with the trade community and has made drawback presentations to many National Trade Organizations including: NCFBAA, AAEL, API, NFTZA and to local brokers associations around the country.

Over the past several years, Ms. Carney has assisted HQ's personnel with providing drawback technical briefings to both the Senate Finance and House Ways & Means Committees for the Drawback Simplification Bill which was part of the TFTEA Legislation signed on 2/24/16. For the last four years, Ms. Carney has been serving as the (A) Assistant Port Director, Trade Operations Division for the Port of New York/Newark. She also was, until July 2017, the Chief of Trade Operations Branch IV in NY/Newark and responsible for the NY Drawback Center, Residual Liquidation & Protest Sections, the Entry Division and the Records Section for the entire NY Field Office. During 2008, she served as the Acting Assistant Director, Trade & Cargo Security (ADFO) within the New York Field Office.



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Adam Hall
*Vice President
of Transportation*
L'Oréal USA

Adam Hall is currently Vice President of Transportation for L'Oréal USA. He joined the company in August of 2018 from Starbucks Coffee Company based in Seattle, Washington where he served as the functional leader for North American Transportation. Adam has twenty one years of international and domestic supply chain experience that includes management roles in leading retail, consumer products, industrial manufacturing and third-party logistics companies. Prior roles include Senior Director of Transportation and International Logistics for Dollar General Corporation, Global Import, Export and Trade Compliance Leader for S.C. Johnson & Son, Inc. and Director of Supply Chain with the Cummins Corporation. He began his career with C.H. Robinson Worldwide.

Adam is a veteran of the US Navy, former Army Reservist and Peace Corps Volunteer. He received his Bachelor of Arts in International Economics and Cultures from Bentley University in Waltham, Massachusetts. He lives in Cranford, New Jersey and Edmonds, Washington with his wife and two children.



Dana Lorenze
*Senior Vice President
of Global Customs*
Expeditors

Dana Lorenze is responsible for the policy, structure, and strategy of Expeditors Global Customs product. She has extensive experience in international trade, compliance, and operations, and currently serves as the Senior Vice President of Global Customs at Expeditors' Headquarters in Seattle, Washington.

Dana joined Expeditors in January 1995 in the Los Angeles office. She has held numerous positions including District Sales Manager, Customs & Import Manager, and District Manager of Expeditors Salt Lake City and Portland. In 2011, she relocated to Seattle as Director of Global Customs, further developing Expeditors Global Customs offering worldwide. She holds a B.S. in International Business with a minor in Political Science from the University of Colorado and obtained a certificate in Executive Leadership from the Stanford Graduate School of Business.

Dana is a licensed U.S. Customs Broker and IATA/FIATA certified "with Distinction." She has previously served as a Director on the Board of the Foreign Trade Association of Southern California and is currently a Trustee on the Board of Directors for the Arts Fund. Dana happily lives in Seattle with her husband Roger and son Max.



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Jasmine Okbinoglu

*Sector Lead of
Corporate
Engagement
CDP North America*

Jasmine is a Sector Lead of Corporate Engagement at CDP North America. In this role she primarily engages with energy, mineral extraction, real estate, and consumer goods companies on their CDP disclosure journey. She has worked with first time responders as well as ones already established with CDP and strives for enhancing disclosure and improving data quality across the three CDP thematic areas: Climate Change, Water Security, and Forests.

Jasmine has previously worked in water utilities and with the NY Chapter of the U.S. Green Building Council. Additionally, she has experience in creating greenhouse gas emissions and GRI-aligned corporate sustainability reports, and understands the challenges and opportunities associated with sustainability reporting and strategies.

Based in NYC, Jasmine is currently finishing the final semester in her Masters of Science in Sustainability Management program at Columbia University. She attended the University of Washington, where she received her Bachelors of Science in Environmental Science and Resource Management.



David Polinchock

*Co-Founder/
President
Unified Brand
Experience Lab*

David is the Co-founder and President for the Unified Brand Experience Lab, with a long history of introducing retailers, brands and agencies to emerging technologies. He was an early pioneer in the use of virtual reality for advertising and marketing, having started experiential advertising using VR in 1991. He was the Director of the 1st AT&T AdWorks Lab; worked at the PwC Experience Center and worked on a variety of emerging technology launches. His work on the AudienceGames cinema AR program won several major awards, including a Bronze Lion and 2 gold Pencils. He has also directed several TechX programs at Advertising Week, in both New York & London.

Over the years, David has covered a lot of ground, but one thing has remained consistent: He's looked for innovative ways to create compelling, authentic and relevant brand experiences. He's been very fortunate to have traveled with his daughter Sydney, who helps him remember that the most important experiences are the ones you share with people you love.



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Matthew Springate

Principal

Tradewin Europe

As Principal for Tradewin's practice in Europe, Matt brings extensive experience in working with importers and exporters to perfect their compliance operations. He specializes in duty recovery programs, preferential trade agreement qualification, tariff classification, and audit support. Prior to joining Tradewin in Europe, Matt worked for Tradewin in the U.S. for four years. His most recent role was as Manager of Tradewin's U.S. Duty Drawback practice. There, he pursued duty recovery programs for companies in every industry, including automotive, pharmaceutical, fashion and retail.

Preceding that role, Matt supported Tradewin as an Import Services Consultant, where he assisted clients with first sale for export programs, prior disclosure presentations to U.S. Customs, and import declaration auditing. Matt holds a Master of Arts degree in Diplomacy and International Commerce from the University of Kentucky and a Bachelor of Arts degree in Political Science from Furman University. He is a Licensed Customs Broker in the U.S. and is IATA/FIATA Certified.

**U.S. Fish and
Wildlife Service**

To learn more about the U.S. Fish and Wildlife Service, please visit their website:
https://www.fws.gov/help/about_us.html