



## Anniversary Edition Newsletter Fall 2009

On June 30, 2009, the Partners in Protection (PIP) program marked its one year anniversary as a new and improved supply chain security program. Read on to see some key accomplishments of the past year.

### Significant Firsts

June 28, 2008 – Canada signed a **Mutual Recognition Arrangement** with the United States recognizing the compatibility and alignment between the PIP and Customs Trade Partnership Against Terrorism (C-TPAT) security programs, critical to both countries.

*"With strong industry support and the combined efforts of CBP and the CBSA, the U.S. and Canada are leading the way toward a more secure global supply chain,"* said former Commissioner Ralph Basham on that historic day.

June 30, 2008 – A stronger, more robust **Modernized PIP program** was implemented.



July 12, 2008 – **First PIP member** – FedEx Freight Canada

April 29, 2009 – **Sharing the platform**, Stephen Rigby and Jayson Ahern, leaders of the Canada Border Services Agency (CBSA) and the U.S. Customs Border Protection spoke at the I.E. Canada conference.

Stephen Rigby said that the border management community has to “push our borders out” and assess and interdict risks beyond our own country, while Jayson Ahern emphasized the importance of establishing mutual recognition for other authorized economic operators (AEO) programs around the world.

In this regard, both the United States and Canada are pursuing a range of initiatives, including C-TPAT and PIP, to assess pre-arrival information, promoting the need for less intervention with legitimate goods, and focusing resources on the unknown or on areas that may pose a particular threat.

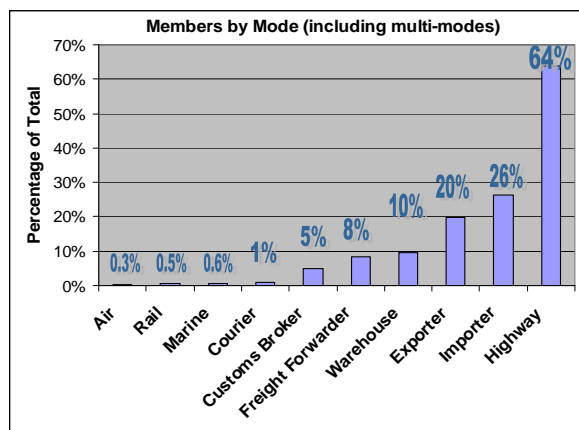
### Do You Know?

Full details on sealing requirements are in the [Cargo Sealing Guidelines](#) on our Web site. Check it out!

## Membership

Prior to its modernization, the PIP program had 2,194 legacy members, making it the second largest supply chain security program worldwide. Since June 2008 more than 1,600 applications have been received, keeping PIP in second position.

Approximately 10% of applicants are new to the program, and 71% of applicants are also C-TPAT members. The majority (64%) are highway carriers.



There are 70 Associate members. This new category is open to those who are not eligible to apply for PIP membership. Associates receive current information (such as this newsletter) and are included in consultations.

## PIP Testimonials

Our members have been vocal about the value of PIP membership. Here are two comments:

*“Novelis is proud to be a partner with CBSA. We feel that the objectives of CBSA in PIP are the same as ours. The Novelis business plans provide for cooperation with all government agencies. ...”*

*FedEx Freight executive vice president and chief operating officer [Mr. Pat Reed] said that FedEx Freight Canada customers will enjoy “peace of mind” made possible by PIP certification. “They [shippers and customers]*

*know we’re a secure freight carrier that has met stringent criteria required for certification,” said Reed. “Our PIP membership means customers’ freight is safe at all times.”*

## In the Headlines

PIP member, Bison Transport Inc, was named to the Manitoba Platinum Club Members as one of the 50 best-managed companies in Canada. Congratulations!

## International Mutual Recognition – Update

PIP is seeking mutual recognition arrangements with similar Authorized Economic Operator (AEO) programs in other countries. The same 4-step process used with C-TPAT will be adopted to negotiate all such arrangements.

Having successfully achieved mutual recognition with C-TPAT, the level of cooperation between PIP and C-TPAT has been unprecedented. For example, the first-ever 3-way joint site validation was during March 2009 in Singapore and included PIP, C-TPAT and Singapore Customs’ Secure Trade Partnership (STP) programs.

The CBSA is negotiating mutual recognition with Singapore Customs, South Korea Customs Service and Japan’s Custom and Tariff Bureau. Mutual recognition is progressing well with the STP program and the South Korea Customs Service’s Authorized Economic Operator (AEO) program. Representatives from STP, KCS and PIP will attend joint site validations in Ontario in October 2009. Canada anticipates going to South Korea with the U.S. later this year to complete this step.

The CBSA is at the first step of mutual recognition with Japan’s Customs and Tariff Bureau.

## Business Partners

The PIP team has listened to your questions about the meaning of the business partner requirements and is developing guidelines to provide further details.

## Best Practices

### A. Know your business partners

1. Verify contact information.
2. Ask for references and/or make additional inquiries when doing business with a company new to you.
3. Confirm your customer's credit rating regularly. Due diligence includes checking the credit of your customer. Companies might provide false information such as credit references. Be aware.
4. Ensure that companies are legitimately licensed. For example, companies in Canada that import produce from the United States must have either a Dispute Resolution Corporation (DRC) licence or a licence obtained through the Canadian Food Inspection Agency. Be informed!

**B. Verify the company truck mileage for all trucks including those that stay with a driver during off hours.** The use of GPS technology can help to confirm that the mileage driven is acceptable. Excessive mileage could be a cause for concern regarding the legitimacy of the truck's use.

**C. Never leave a loaded trailer in an unsecured yard.**

### From Peel Regional Police regarding load thefts:

“Just a reminder that most of the loads stolen are...as a result of trailers being parked in

unsecure areas and the culprits just driving off with them with little to no resistance.

Remember the onion...layers of security!

- one way in and out
- good secure gate
- employee checks
- proper positioning of cameras to record information that will assist in identifying culprits.”

*Don't let this be you!*

Load taken right out of the yard or shipments are picked up but not delivered.



*You can report any suspicious behavior confidentially to the **Border Watch** line, toll-free at any time in North America.*

**1 -888-502-9060**



## PIP Intelligence Officers

Intelligence Officers (IOs) are integral to the PIP program and have a direct link to our members. IOs perform site validations and post incident analyses, give awareness sessions, and represent PIP at trade shows. They are your regional PIP resource – do not hesitate to contact them at any time to discuss your security concerns.

## Awareness Sessions

Security starts with you. Take responsibility!

Employees themselves are the best security measure a company has - their awareness, vigilance and observation skills are invaluable. Keep them up to date on trends and supply chain security by scheduling an awareness session with your PIP Intelligence Officer, a benefit unique to members of PIP. Some feedback we've received:

*“...[the awareness session] was very interesting and informative. Even though I saw the presentation 3 times I was fascinated at all the things that people try & do to hide drugs, guns & humans in order not to get detected. I’m sure that I’m speaking for both of the groups when I say that you were definitely the most interesting speaker we’ve had since I’ve started here. “*

*“Thank you for taking the time to put on an excellent presentation to our employees. We believe your presentation was a very effective session and helped raise the awareness of our Security needs and potential areas to watch for.”*

### **Prosecutions and Seizures** in British Columbia

CBSA officers at the Huntingdon port of entry seized 144 bricks of cocaine that were hidden inside a commercial vehicle en route to Vancouver. This was one of the largest land border seizures ever made by the CBSA in Western Canada.

The officers discovered the drugs while searching a commercial truck and trailer. During the examination of the trailer, anomalies were detected with the refrigeration unit, indicating that it had been altered. Inside, they found numerous cellophane-wrapped packages that turned out to be 144 bricks of cocaine with a total weight of approximately

144 kilos. The officers immediately arrested the driver.

CBSA officers work to keep illegal drugs and other contraband from entering Canada. Since 2007, officers in the Pacific Region have seized 1.35 tonnes of cocaine. These seizures are an important contribution toward keeping Canadian communities safe.



Bricks of cocaine inside the refrigeration unit

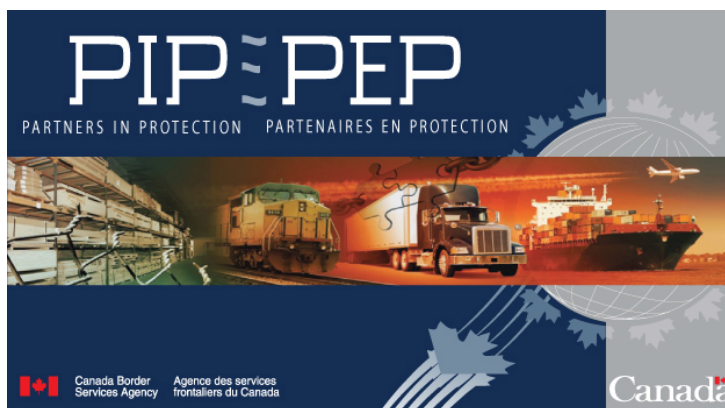
### **Tell us what you think!**

If you know of trade shows or other events where PIP should be, have suggestions and comments contact us by e-mail at:

[PIP-PEP@cbsa-asfc.gc.ca](mailto:PIP-PEP@cbsa-asfc.gc.ca)

### **PIP Identifier**

For members asking for a PIP identifier (logo), the image below has been approved for your use.



## Contact Information

E-mail: [PIP-PEP@cbsa-asfc.gc.ca](mailto:PIP-PEP@cbsa-asfc.gc.ca)

**Border Watch** toll-free line at 1-888-502-9060. Report any suspicious cross-border activity confidentially.

## PIP Intelligence Officers

### Pacific Region

Glen Pereira [glen.pereira@cbsa-asfc.gc.ca](mailto:glen.pereira@cbsa-asfc.gc.ca)  
Sabi Mand [sarbjit.mand@cbsa-asfc.gc.ca](mailto:sarbjit.mand@cbsa-asfc.gc.ca)

### Prairie Region

Loretta Flood [loretta.flood@cbsa-asfc.gc.ca](mailto:loretta.flood@cbsa-asfc.gc.ca)  
Dean Vodden [dean.vodden@cbsa-asfc.gc.ca](mailto:dean.vodden@cbsa-asfc.gc.ca)  
Brenda Hildebrand  
[brenda.hildebrand@cbsa-asfc.gc.ca](mailto:brenda.hildebrand@cbsa-asfc.gc.ca)

### Niagara/Ft. Erie Region

Pat Shaddock [pat.shaddock@cbsa-asfc.gc.ca](mailto:pat.shaddock@cbsa-asfc.gc.ca)  
Dena Bradt [dena.bradt@cbsa-asfc.gc.ca](mailto:dena.bradt@cbsa-asfc.gc.ca)

### Windsor/St. Clair Region

Ron Flowers [ronald.flowers@cbsa-asfc.gc.ca](mailto:ronald.flowers@cbsa-asfc.gc.ca)  
Melanie Rose [melanie.rose@cbsa-asfc.gc.ca](mailto:melanie.rose@cbsa-asfc.gc.ca)

### Greater Toronto Area Region

Bill Tu [bill.tu@cbsa-asfc.gc.ca](mailto:bill.tu@cbsa-asfc.gc.ca)  
Colleen Murphy  
[colleena.murphy@cbsa-asfc.gc.ca](mailto:colleena.murphy@cbsa-asfc.gc.ca)

### Northern Ontario Region

Martin Mallo [martin.mallo@cbsa-asfc.gc.ca](mailto:martin.mallo@cbsa-asfc.gc.ca)

### Quebec Region

Denis Trudeau [denis.trudeau@cbsa-asfc.gc.ca](mailto:denis.trudeau@cbsa-asfc.gc.ca)  
Jeanne L'Heureux  
[jeanne.lheureux@cbsa-asfc.gc.ca](mailto:jeanne.lheureux@cbsa-asfc.gc.ca)  
Nicole Beaulieu [nicole.beaulieu@cbsa-asfc.gc.ca](mailto:nicole.beaulieu@cbsa-asfc.gc.ca)

### Atlantic Region

Sean Foster [sean.foster@cbsa-asfc.gc.ca](mailto:sean.foster@cbsa-asfc.gc.ca)  
Fred Kinney [Frederick.kinney@cbsa-asfc.gc.ca](mailto:Frederick.kinney@cbsa-asfc.gc.ca)



PIP's Web site is loaded with information.

Find out more at

<http://www.cbsa-asfc.gc.ca/security-securete/pip-pep/menu-eng.html>

