



Cascadia
Innovation
Corridor

2020 VIRTUAL FORUMS

INNOVATING INTERNATIONAL TRAVEL

SEPTEMBER 15, 2020

10:00AM – 11:30AM

Cross-border collaboration and international travel will support economic recovery in the Cascadia Corridor and for our respective countries. While the rapid adoption of new digital platforms enables ongoing collaboration, cross-border travel continues to be limited.

As we collectively manage the health and economic impacts of COVID-19 in our region, Cascadia is well positioned to provide leadership and build confidence in the development of new, safe global standards for international travel. How can border regions help craft international health preclearance protocols? How can the assets of the Cascadia region be leveraged to create new solutions?

The first of our virtual forums will feature conversations among the region's industry and academic leaders who will explore these topics and the role of innovation in a safe economic recovery.

AGENDA

10:00am	Welcome	Governor Christine Gregoire , CEO, Challenge Seattle
10:05 am	Update on the State of the Pandemic and Cross-Border Travel	Dr. Laurie Trautman , Director, Border Policy Research Institute at WWU
10:10 am	Panel Discussion: Border Research and Technology in the Cascadia Region	Dr. Christopher Sands , Director, Canada Institute at the Woodrow Wilson Canada Centre Solomon Wong , President and CEO, InterVISTAS Moderator: Dr. Laurie Trautman , Director, Border Policy Research Institute at WWU
10:35 am	Panel Discussion: Future Borders and Health Pre-Clearance Pilot Programs at YVR & SeaTac	Gerry Bruno , Co-chair, Future Borders Coalition and Vice President, Federal Government Affairs, Vancouver International Airport Julie Collins , Director, SEA Customer Experience & Brand Strategy Moderator: Matt Morrison , CEO, PNWER

11:05 am	Audience Q&A	Please use the Microsoft Teams chat function to pose your questions
11:20 am	Closing Remarks	Greg D’Avignon , President and CEO, Business Council of British Columbia

SPEAKERS



Gerry Bruno, Director, Future Borders Coalition and Vice President, Federal Government Affairs, Vancouver International Airport

Gerry Bruno leads the advocacy program for federal government policy development to support the Airport Authority’s strategic objectives.

Gerry played a major role in advocacy efforts that led to the Canada-U.S. Open Skies Agreement in 1995, and advanced a number of passenger facilitation and security initiatives, including In-Transit Preclearance, Transit Without Visa and CANPASS. While at InterVISTAS, Gerry Bruno was actively involved in the 2001 Canada-US Preclearance Agreement, co-authored the Perimeter Clearance Strategy in 2002, and worked on a number of airport facilitation initiatives, including Automated Border Clearance (ABC).

Gerry is currently the Canadian Co-Chair and Executive Director of the Future Borders Coalition. He is also an Advisory Board Member of the Woodrow Wilson-Canada Institute, Board Director and Secretary-Treasurer of the Vancouver International Maritime Centre, Co-Chair of the Transit & Connectivity and Smart Borders working groups under the national Air Consultative Committee, and Immediate Past Chair of the Canadian Airports Council Facilitation Committee.

www.yvr.ca



Julie Collins, Director, SEA Customer Experience & Brand Strategy

Julie serves as the Director of Customer Experience & Brand Strategy at the Seattle-Tacoma International Airport. She established the Airport’s first Customer Service Department in 2018 and led the launch of the airport’s first stand-alone brand with an emphasis on elevating the customer experience at SEA. She serves on the Aviation Division Directors Team and is leading the cross-airport effort to restore customer confidence in air travel called FlyHealthy@SEA. Julie joined the Port of Seattle in 2015 as leader of the Port’s Public Affairs Department.

www.portseattle.org/sea-tac



Greg D'Avignon, President and CEO, Business Council of British Columbia, Co-Chair, Cascadia Innovation Corridor Steering Committee

Greg D'Avignon is the President and CEO of the Business Council of B.C., a 260-member driven policy and advocacy organization comprised of the province's leading businesses in every sector of the provincial economy and B.C.'s post-secondary institutions. A fourth generation British Columbian, Greg has held senior private and public sectors leadership positions over the last 25 years, including serving the Prime Minister of Canada.

Greg is the immediate past-Chair of the B.C. Cancer Foundation and former Chair of the Canadian Breast Cancer Foundation. He is a current member of the Board of the YMCA of Greater Vancouver, the Premier's Indigenous Business Investment Council, the B.C. Academic Health Science Network and the Pacific Autism Family Centre Foundation.

www.bcbc.com



Governor Christine Gregoire, CEO, Challenge Seattle, Former Governor, Washington State, Co-Chair, Cascadia Innovation Corridor Steering Committee

Christine Gregoire is the CEO for Challenge Seattle. Challenge Seattle is an alliance of CEOs from 17 of the region's largest private-sector employers who work together to ensure the greater Seattle area continues to thrive as one of the most vibrant, innovative, and globally competitive regions in the world.

Previously, Chris served for two terms as Governor of the State of Washington with a \$32B biennial budget and over 60,000 employees. She led historical investment in strategically significant infrastructure, an historic number of trade missions, reformed the foster care system to protect children, and was among the first to lead in health care reform. Prior to becoming Governor, Chris served for three terms as Washington State's Attorney General.

Chris is a Member and former chair of the Fred Hutch Cancer Research Center, Member of the National Bipartisan Governor's Council. She served as Chair of the National Export-Import Bank Advisory Board 2013 – 2016.

www.challengeseattle.com/



Matt Morrison, CEO, Pacific NorthWest Economic Region and Co-Chair, Cascadia Innovation Corridor Efficient Cross-Border Movement of People/Goods Sub-Committee

Matt Morrison, CEO of the Pacific NorthWest Economic Region (PNWER), serves the public/private partnership established in 1991 by statute in the states of Alaska, Washington, Idaho, Montana, and Oregon, and the western Canadian provinces of British Columbia, Alberta, Saskatchewan, the Yukon and Northwest Territory, and manages the Pacific Northwest Center for Regional Disaster Resilience.

Mr. Morrison has been a leader in promoting innovation in the Canada-US border region, and has been instrumental in several successful pilots of the Beyond the Border and Perimeter Security Action Plan. Under his guidance PNWER has led a Pre-Clearance Task Force for the past 3 years with federal officials (CBP, CBSA, DHS, Transport Canada, Public Safety Canada), as well as private sector carriers (air, marine, and rail), and was instrumental in ensuring that the legislation for implementation for the preclearance agreement was adopted in both the US Congress and Canadian Parliament.

www.pnwer.org



Dr. Chris Sands, Director, Canada Institute at the Woodrow Wilson Canada Centre

Christopher Sands is director of the Canada Institute at the Woodrow Wilson International Center for Scholars and a Senior Research Professor at the Nitze School of Advanced International Studies at Johns Hopkins University. From 2012 until 2017, Dr. Sands held the G. Robert Ross Chair in the College of Business and Economics at Western Washington University in Bellingham and in 2008 the Brookings Institution published his landmark study *Toward a New Frontier: Improving the U.S.-Canadian Border* which was among the first comprehensive assessments of the post-9/11 changes in border security cooperation. His most recent book, *Canada-U.S. Relations: Sovereignty or Shared Institutions?* was published in 2019 by Palgrave Macmillan.

www.wilsoncenter.org



Dr. Laurie Trautman, Director, Border Policy Research Institute at WWU, Co-Chair Cascadia Innovation Corridor Efficient Cross-Border Movement of People/Goods Sub-Committee

Dr. Laurie Trautman is the Director of the Border Policy Research Institute at Western Washington University. She engages in a range of research on the U.S. – Canada border, particularly in the Cascadia region. Topics include trade, transportation, human mobility, and security. In addition to working with faculty and students, she

collaborates with the private sector and government agencies to advance policy solutions that balance the flow of goods and individuals with the need for efficiency and security at the border. Laurie participates in a number of working groups focused on cross-border collaboration, including the Pacific Northwest Economic Region, the International Mobility and Trade Corridor Program, and the Canada – U.S. Transportation Border Working Group. As co-chair of the Efficient Movement of People/Goods Across the Border group, Laurie brings expertise and extensive experience in both border policy issues and cross-border collaboration.

<https://wp.wvu.edu/bpri/>

Solomon Wong, President and CEO, InterVISTAS



Solomon Wong was appointed in May 2018 as President and CEO of InterVISTAS. He oversees a group of experts with insights in market development, planning and business transformation and strategic analyses in transportation and tourism.

Mr. Wong has written extensively on the future of transportation, particularly in the areas related to changing regulations and process improvements involving governments, transportation operators and facilities. He has built business cases for changes that have delivered improvements in airport hubs, cruiseship processing as well as supply chain logistics.

His current research includes a study on biometrics for the National Academy of Sciences Airport Cooperative Research Program, as well as developing concepts for the integration of blockchain, biometrics, automated transportation and innovative mechanisms to improve flows of people/goods.

www.intervistas.com/

www.connectcascadia.com

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