

CONNECTING

PRODUCTS PEOPLE & BEST PRACTICES

PRODUCT SAFETY & COMPLIANCE SEMINAR APRIL 24 - 26, 2023
PRODUCT LIABILITY SEMINAR APRIL 27, 2023
HYATT REGENCY CINCINNATI | CINCINNATI, OH
REGISTER NOW AT [AEM.ORG/SPLSEMINARS](https://aem.org/splseminars)



CONNECTING

PRODUCTS PEOPLE & BEST PRACTICES

Cincinnati, Ohio and Covington, Kentucky are joined together by the John A. Roebling Suspension Bridge over the Ohio River. When this engineering spectacle opened in 1867, it was longest suspension bridge in the world. It connected the north and south and fueled future innovation as the prototype for the Brooklyn Bridge.

Inspired by such connections, AEM's Product Safety & Compliance and Product Liability Seminars will bring together off-road equipment industry products, people, and best practices. Our goal is to deliver valuable perspectives on the latest in standards and regulations needed to bridge the gap between where your product safety, compliance and liability

programs are today, and where you need them to be in the future.

Join AEM at the 2023 Product Safety & Compliance and Product Liability Seminars in Cincinnati to connect with the best of the off-road equipment safety community for three days of unbeatable education and networking.

AEM
Association of Equipment Manufacturers

FEATURED SESSIONS

FOR THE FULL CONFERENCE AGENDA AND SESSION LINEUP VISIT [AEM.ORG/SPLSEMINARS](https://aem.org/splseminars)

TUESDAY, APRIL 25



CONFERENCE HOST AND CHAIR, PRODUCT SAFETY & COMPLIANCE SEMINAR PLANNING COMMITTEE

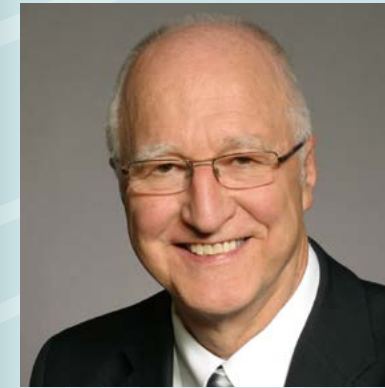
**Rod Schneider,
GOMACO**

KEYNOTE REGULATIONS AND PROTOCOLS: AN OSHA PERSPECTIVE

**Presenter
Audrey Rogers**

**Compliance Safety and Health Officer
Occupational Safety & Health Administration (OSHA)**

Construction workplaces were the most inspected by OSHA last year. In this exclusive opening keynote, OSHA's Compliance Safety and Health Officer will share the most common accidents and violations and discuss compliance and enforcement. Learn from stories of employers going beyond protocol to keep their jobsites safe and hear about progress on the development of new standards.

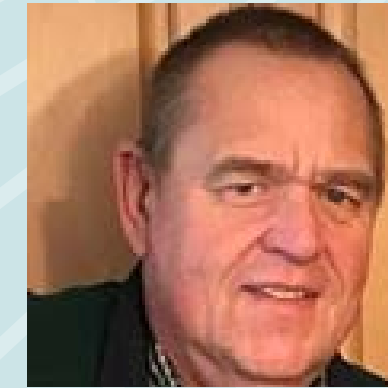


**Presenter
Mike Senneff,
Product Safety Help
LLC**

RISK ASSESSMENT I: FUNDAMENTALS

Conducting safety risk assessments on a new or revised design is an important part of any product safety program. This session will look at the basic elements of risk assessment, what it is, what its objective is, and some practical formats for conducting and documenting a risk assessment.

Additionally, learn the role risk assessment played leading up to the 1986 explosion of the Space Shuttle Challenger.



**Presenter
Karl Klotzbach,
CNH Industrial**

RISK ASSESSMENT II: PRACTICALITIES

This session will build on the Risk Assessment I content. It focuses more on the proactive approaches to product safety using risk analysis techniques and explores concepts such as "speed vs safety" in decision making and "scalability" considerations for different sized enterprises.

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TUESDAY, APRIL 25



Presenter
Don Bridges,
JANA Corp
Consulting Operations

DISPLAYING OPERATION CONTENT ON ONBOARD DISPLAYS

Onboard displays are an opportunity to place technical information at the operator's fingertips. Technical issues have historically limited onboard displays to condition monitoring and fault reporting. This session discusses both the requirements and opportunities that OEMs have to deliver technical information using onboard displays, including a case study of one OEM that has a solution in production.



Presented by
Tom Meehan,
CONTROLTEK

CYBERSECURITY TRENDS IN MANUFACTURING AND BEYOND

As manufacturing processes undertake a digital transformation, there is a greater need to protect critical assets from cybersecurity threats. The Internet of Things (IoT) is providing a plethora of new opportunities to become more efficient and cost-effective for manufacturers, but just as with any technology implementation, proper cybersecurity measures must be in place. Otherwise, the increased reliance on systems, networks and data storage can leave companies particularly vulnerable. By proactively protecting their assets, companies can enjoy the optimization that comes with digitization without worry of risk or vulnerability.



Presenter
Angela Lambert,
Clarion Safety Systems

ON-PRODUCT WARNINGS: ANSI Z535.4 AND ISO 3864-2 LECTURE

"Failure to warn" and "inadequate warnings" continue to top today's product liability allegations. Angela Lambert will provide an overview of the ANSI Z535.4 and ISO 3864-2 standards and how they can be used as the foundation for effective labels and instructions. This session will include discussion on the most recent updates to the standards and warnings considerations related to digitalization and automation, as well as a "label workshop" to analyze real-world scenarios.



Presenter
Dr. Sirisha Kuchimanchi

WOMEN IMPACTING PRODUCT SAFETY PRESENTS: REMOVING OBSTACLES AND BECOMING AN ALLY FOR YOUR PEERS

Allyship at work is a continuous journey that extends beyond gender. How do we advocate for ourselves and others? How can we each use our own social capital for the good of our teams? In this session, Dr. Sirisha Kuchimanchi will provide practical ideas and resources everyone can use to help further everyone's journey.

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WEDNESDAY, APRIL 26



Presenter
Everett Boehm,
Doosan Bobcat

INCIDENT INVESTIGATION 101

Topics covered in this session include incident assessment tips to determine an appropriate investigative approach, details to consider before arriving at the incident site or inspection, tools to help make an investigation thorough and efficient, and guidelines on what to do after an inspection is completed.



Presenter
Scott Charles,
Ken Cook Co

INTERACTIVE MANUALS: RETHINKING THE WRITTEN MANUAL

In this session, we will explore creative approaches to written manuals through the use of different production and delivery platforms. We will discuss the unique needs of diverging industries and end users. Additionally, we will consider new uses for written manuals with the goal of developing more intuitive and practical products.



Presented by
Steve Haytcher,
Caterpillar Inc.

GLOBAL CHALLENGES FOR PRODUCT REGULATORY COMPLIANCE

Delivering your product around the world is an increasing challenge thanks to the dynamic nature of product regulatory requirements. Some countries are transparent and deliberate in establishing requirements, while others may significantly change requirements with little or no warning. This session will provide a summary of how regulatory requirements are evolving in places such as Africa, Australia, the European Union, China, the Middle East, Latin America, India, and South East Asia.



Presented by
Anthony Monaco,
Swanson, Martin & Bell
LLP

REASONABLE RISKS?

A DISCUSSION OF THE LEGAL CONCEPTS OF “DEFECT”, “UNREASONABLY DANGEROUS” AND “REASONABLY SAFE FOR INTENDED USE”

We live in a world filled with risk. Jurors are asked to find against manufacturers of products (and in some cases to award punitive damages) whether a product is “Reasonably Safe for its Intended Use,” or is “Unreasonably Dangerous.” Some jurisdictions allow the jury to be guided by the “risk-benefit” or “risk utility” test, others allow only the “consumer expectation test,” while others do not allow any guiding definitions or instructions whatsoever. How can manufacturers best minimize risk during the design and development stage? Experienced trial attorneys will provide real world examples and best practices.

FEATURED SESSIONS

PRODUCT LIABILITY SEMINAR

FOR THE FULL CONFERENCE AGENDA AND SESSION LINEUP VISIT AEM.ORG/SPLSEMINARS

THURSDAY, APRIL 27

The Product Liability Seminar brings together a group of experienced trial and corporate attorneys who will provide in-depth information on product liability topics so manufacturers can defend their products should they ever be called to testify about their safety. This program will help attendees understand the scope of a claim, the legal process, how to minimize risks of litigation, and how to communicate and prepare for deposition. It will be particularly helpful to members who do not have the benefit of dedicated claims staff. Sessions for 2023 will include:

- *Optional Safety Features: An Analysis of Potential Liability Issues*
- *Accounting for Product Liability Risks, Specifically Foreseeable Misuse, in Risk Assessments*
- *Product Liability: The Life of a Potential Fire Claim*
- *Defending Older Products*



Presenter
Brett Henne,
Swanson, Martin
& Bell LLP

PRODUCT LIABILITY: THE LIFE OF A POTENTIAL FIRE CLAIM

Your corporation has been put on notice that its product was a potential cause of a fire. Now what? Do you need to send a fire investigator? An engineer? An attorney? As tempting as it may be to ignore the notice until a lawsuit is filed, take a moment to develop a constructive action plan. This session will provide an in-depth guide on tackling your pending fire claim, which includes investigation techniques, identifying the right experts, preparation strategies, and practical ways to reduce litigation and minimize exposure if a suit or claim has been filed.



Presented by
Timothy Freeman,
Tanenbaum Keale LLP

OPTIONAL SAFETY FEATURES: AN ANALYSIS OF POTENTIAL LIABILITY ISSUES

Manufacturers frequently offer their products in different grades and with a variety of optional features. When it comes to optional safety features, plaintiffs' lawyers argue that there should be no such thing as an optional safety feature – if it improves safety under any circumstances, it must be standard. This presentation explores potential liability issues associated with optional safety features and offers suggestions on how to both protect the consumer and limit manufacturers' exposure in product liability litigation.

REGISTRATION

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On Monday, April 24, the 2023 Product Safety & Compliance event will kick off with a Welcome Reception starting at 6:00 p.m. The main Safety Seminar sessions run Tuesday and Wednesday, April 25-26, from 8:00 a.m. to 4:30 p.m. The Safety Seminars registration fee includes instruction, welcome reception, two continental breakfasts, two lunches, refreshment breaks, and networking opportunities.

Onsite registration check in will begin Monday, April 24 at 2:00 p.m. until the end of the day, and begin again at 7:00 a.m. the following morning.

\$795	Early Bird AEM members registered by January 31
\$875	Advance AEM members registered by February 28
\$950	Standard AEM members registering after February 28
\$1,425	Non-member registrations (subject to AEM approval)
\$195	Spouse/Guest
\$575	Speakers who will also be attending the seminar

PRODUCT LIABILITY SEMINAR

The Product Liability Seminar will be Thursday, April 27 from 8:00 a.m. to 4:00 p.m. with registration check in beginning at 7:00 a.m. outside of the general session ballroom. The registration fee includes instruction, breakfast, lunch, and refreshment breaks.

\$325	AEM members
\$425	Non-members

CHANGES/CANCELLATIONS/SUBSTITUTIONS:

Attendees may manage their changes, additions, and substitutions through their confirmation email. All cancellation requests must be made in writing to Leah Voors at lvoors@aem.org. Cancellations received by 5:00 p.m. CST on April 7, 2023, will be refunded in full (less a \$95 processing fee). No refunds will be issued after April 7, 2023. Substituting a co-worker is allowed at any time, subject to AEM Program Manager acceptance.

WHAT TO WEAR:

Business casual attire is recommended.

REGISTRATION QUESTIONS:

If you have questions regarding your registration or have special requirements in order to fully participate in the conference, please contact Leah Voors at lvoors@aem.org.

Register online at: [AEM.org/SPLseminars](https://aem.org/SPLseminars)

Evening Networking Event at Moerlein Lager House Tuesday, April 25 6:00-8:00 p.m.

Join us for drinks, appetizers, and networking at the Moerlein Lager House. This working microbrewery is prominently situated in Cincinnati's dynamic Smale Riverfront Park. It produces a full line of Moerlein craft brews and delectable fare reminiscent of foods served in the city's celebrated 19th century beer gardens.

After this event, you can take in the city at your own pace. We suggest heading to the Cincinnati Reds game against the Texas Rangers, or enjoying dinner with your peers at one of the many nearby restaurants.



SAFETY & PRODUCT LEADERSHIP



Growing market access through safety, sustainability and shared solutions.

AEM members – and the industry – benefit from AEM's safety, environmental, and global compliance programs.

[AEM.org/SPL](https://aem.org/SPL)



Compliance Updates

Address uncertainty and achieve compliance goals with timely AEM members-only Compliance Updates. Receive alerts to stay informed and act with integrity to assure customers and clients of best practices.

Learn more:
[AEM.org/Compliance](https://aem.org/Compliance)



Safety Materials

Keep operators safe on the job with best practice safety guidelines. Members can access dozens of manuals, guides, and videos to provide equipment operators with the tools they need to work safely and effectively.

Shop now:
[AEM.org/Safety](https://aem.org/Safety)



Safety and Product Leadership Groups

Help shape industry-wide initiatives by joining one of six Safety & Product Leadership Groups. Work with your AEM member peers to find coordinated solutions to issues impacting equipment manufacturers.

Get involved:
[AEM.org/Groups](https://aem.org/Groups)

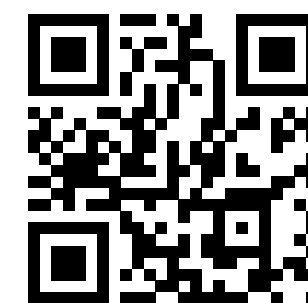


Sustainability

The AEM Sustainability Council was created to advance our member companies' efforts and to provide a framework for the adoption of best practices and innovation. Led by the Sustainability Council, AEM and its members have set sustainability priorities for the equipment manufacturing industry.

Learn more:
[AEM.org/Sustainability](https://aem.org/Sustainability)

Educate operators and reduce risk



SHOP NOW
Safety Manuals
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