Attend this highly-rated conference and get the latest information and knowledge to enhance your product safety and liability prevention programs.

26th Annual Product Liability Conference

September 23–25, 2014
Madison, Wisconsin

- Product liability—myths, realities, pitfalls, and preemptive actions
- Risk assessment—requirements, benchmarks, and liability impacts
- Substantial product modification still a defense?
- Product liability litigation, what manufacturers need to know—a Plaintiff attorney’s perspective
- Integrated product safety—a system thinking approach to product safety
- Creating effective warnings—a critical part of the product development process
- Using lean to improve product safety of new capital equipment during installation and ongoing usage
- A federal Judge’s perspectives on juries, the use of courts for civil dispute resolution, effective litigation strategy, trial advocacy and use of witnesses
- A new plaintiff strategy—the Reptile Theory
Dear Colleague:

I invite you to join us at the 26th Annual Product Liability Conference for an exciting program. This is an opportunity to enhance your current product safety and liability prevention activities by obtaining up-to-date information on a wide range of topics from experts in the field.

This year’s topics include:

- Product liability—myths, realities, pitfalls, and preemptive actions
- Risk assessment—the requirements, benchmarks, and liability impacts
- Substantial product modification—still a defense?
- Product liability litigation, what manufacturers need to know—a Plaintiff attorney’s perspective
- Integrated product safety—a system thinking approach to product safety
- Creating effective warnings—a critical part of the product development process
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Your instructors are practicing professionals who will provide helpful and valuable insight to enhance your product safety decision-making. Engineers, product safety personnel, paralegals, attorneys, and others with product safety and related responsibilities will benefit by attending.

The University of Wisconsin–Madison is a leader in product safety and liability prevention programming. For more than 30 years we have been providing engineers and product safety personnel with information on a wide range of topics. During this time, more than 5000 individuals have participated in more than 200 product safety and liability prevention programs.

Join us in Madison for up-to-date information that will improve your product safety techniques and minimize your company’s product liability exposure.

Sincerely,

Jeffrey L. Oelke, Program Director

Companies Represented at This Course

- Steelcase
- CNA Insurance
- Harley-Davidson
- John Deere
- Caterpillar
- Teleflex
- Federal Signal
- ITT Industries
- Insinkerator
- Cooper Bussmann
- Rockwell Automation
- Emerson Power
- Transmission
- Boston Scientific
- Krueger International
- Liberty Mutual Insurance
- National Oilwell Varco
- Schlumberger
- Western National Insurance
- Husky Injection Molding Systems
- Nationwide Insurance
- Chubb Insurance
- Rigid Tool
- Briggs & Stratton
- Intel
- Excel Industries
- Vermeer Manufacturing
- Enerpac
- Cummins Power Generation
- The GSI Group
- Stellar Industries
- MarquipWardUnited

Enroll as a Team

Attending with others from your organization will help you maximize your learning experience. You will:

- Immediately discuss how information could be applied to challenges your team faces on the job
- Further your team development process
- Jointly develop a plan for reporting back to management and colleagues about your learning experience

Previous Participants Say…

“I WAS PLEASED WITH THE AMOUNT OF USEFUL INFORMATION PRESENTED TO TAKE HOME AND MAKE BENEFICIAL CHANGE TO HELP OUR COMPANY.”

“BEST I’VE BEEN TO ON THIS TOPIC.”

“This was my first exposure to any discussion on products liability, and I thought it was very worthwhile. Thank you.”

“VERY GOOD INFO ON HOW A COMPANY CAN PREVENT LAWSUITS.”

“EXCEEDED EXPECTATIONS. NICE JOB AND THANKS!”

“The diversity in both presenters and listeners really opens your eyes to all sides of liability issues.”

“EXCELLENT CONFERENCE—VERY EDUCATIONAL AND BENEFICIAL.”

“WELL-ROUNDED COURSE WITH EXTREMELY KNOWLEDGEABLE EXPERTS TO SHARE/TEACH.”

“I’LL BE BACK!”

ENROLL ONLINE TODAY! Or visit our website.
26th Annual Product Liability Conference
September 23–25, 2014 in Madison, Wisconsin

Conference Outline

Day 1
Welcome and Conference Overview
Jeffrey L. Oelke
Program Director
Department of Engineering Professional Development
University of Wisconsin–Madison

Product Liability – Myths, Realities, Pitfalls, and Preemptive Actions
• Common misconceptions that can foster a manufacturer’s false sense of product liability security
• Common pitfalls leading to product liability claims, losses, and sometimes bankruptcy
• Preemptive actions to reduce exposure

Dave Ludwin, Director of Product Liability Risk Control (retired)
CNA Insurance
Chicago, Illinois

Risk Assessments Now: The Requirements, Benchmarks, and Liability Impacts
• Brief overview of the risk assessment process
• Highlights of national and international requirements
• Legal implications of documenting risks
• Does it all make sense?
Bruce Main, Owner
Design Safety Engineering
Ann Arbor, Michigan

What is Reasonably Foreseeable: Is Substantial Product Modification Still a Defense?
• New case law and its potential implications on product design, warnings, and instructions
• Differentiating a shield being damaged through use vs. modified or removed by an end user to meet their own needs
• Future product design considerations
Kenneth Ross, Of Counsel
Bowman and Brooke, LLP
Minneapolis, Minnesota

Product Liability Litigation, What Manufacturers Need to Know – A Plaintiff Attorney’s Perspective
• Considerations when selecting a case
• Availability of information about products and injuries
• Key techniques and approaches to prosecuting and trying a case
Chad Neuens, Owner
Neuens Mitchell, pllc
Tulsa, Oklahoma

Understanding and Reducing the Risks of Pinch and Nip Points
• Considerations for protecting production and maintenance employees associated with pinch and nip points

Product Assessment Workshop of a Recently Designed Product Not Yet Released to the Market
Fred Elder, Adjunct Professor
Mechanical Engineering and Engineering Physics
University of Wisconsin–Madison

Discussion of Day’s Topics

Day 2
Integrated Product Safety: A System Thinking Approach to Product Safety
• Integrating safety throughout the product’s life cycle
• Avoiding mix messages in product literature
• Designing a manual and online materials as effective safety resources
Patricia A. Robinson, PhD
Coronado Consulting Services, LLC
Appleton, Wisconsin

Creating Effective Warnings – Critical Part of the Product Design and Development Process
• Using risk assessment and hazard identification to develop warnings content during product design
• Use of ANSI Z535 and ISO standards for domestic and export markets
• Symbols, translations, and new formatting ideas to meet various market requirements
• Keeping your warnings current; case law, standards, and accident histories
Geoffrey Peckham, CEO
Clarion Safety Systems
Milford, Pennsylvania
Michael T. McGettigan, Product Safety Manager
Dematic Corporation
Grand Rapids, Michigan

Chemical Hazard Assessment: Role in Regulation and Green Chemistry
• Overview of the basics of the Globally Harmonized System (GHS) of Classification and Labeling
• Implementation of GHS in the U.S. and around the world
• Role of hazard assessment in green chemistry and product stewardship
Ari S. Lewis, Principal Scientist
Gradient Corporation
Cambridge, Massachusetts

Developments in the Consumer Product Safety Commission Public Database
• Nuts and bolts of the database
• Database activity since launch
• Use of database reports
• Company doe litigation – publicly fighting publicity
Josh Johanningmeier, Shareholder
Godfrey Kahn S.C.
Madison, Wisconsin

Learning from Product Failures
Rob Scheibe will present several case studies of products that have failed or caused a loss or have been implicated as being defective. He will share the background leading up to the failure or loss, the circumstances and claims surrounding the event, and the results revealed by an engineering investigation. Scheibe will conclude with a discussion of what could have been done to prevent the product from failing and how the ensuing lawsuit could have been mitigated.
Rob Scheibe, PhD, PE
Principle – Mechanical Engineer
GT Engineering
Redmond, Washington

Using Lean Tools to Improve Product Safety of New Capital Equipment During Installation and Ongoing Usage
• Using 5S and Visual Management to reduce worker injury
• Total Productive Maintenance to reduce risk of injury
Steven Boeder, Director of Operations
The Vollrath Company
Dane and Sun Prairie, Wisconsin

Discussion of Day 1 and 2 Topics

Day 3
Participants Fill Out Evaluation Sheets

View from the Bench
Judge William Conley offers his perspectives as Chief Judge for the Western District of Wisconsin on juries today, the use of courts for civil dispute resolution, effective litigation strategy, trial advocacy and use of witnesses.
Judge William M. Conley
United States District Court for the Western District of Wisconsin
Madison, Wisconsin

Key Considerations to Effectively Managing A Product Recall
• Planning before a recall occurs
• Managing a product recall
• Managing social media during a recall
Steve Edwards, Senior Recall Strategist
Stericycle RecallExpert
Indianapolis, Indiana
### Course Information
- **Please enroll me in the 26th Annual Product Liability Conference**
  - Course #:P411 September 23–25, 2014 in Madison, Wisconsin
  - Fee: $1395
- **Team discount:** $1195 each when three or more enroll from the same organization.
- **I cannot attend at this time. Please send me information on future courses.**

### Personal Information (Please print clearly.)
- **Name:**
- **Title:**
- **Company:**
- **Address:**
- **City/State/Zip:**
- **Phone ( )**
- **Fax ( )**
- **E-mail:**

### Billing Information
- **Bill my company**
- **P.O. or check enclosed**
- **Card No.**
- **Cardholder’s Name:**
- **Exp.**
- **UW#**

### Need to Know More?
- **Call toll free 800-462-0876 and ask for Program Director:** Jeff Oelke
  - oelke@wisc.edu
  - 608-890-1189
- **Program Associate:** Rose Richgels
  - or e-mail custserv@epd.engr.wisc.edu

### General Information
- **Fee Covers**
  - Notebook, conference materials, break refreshments, lunches, and certificate. We do not publish proceedings. Conference materials are distributed only to participants.
- **Cancellation**
  - If you cannot attend please notify us at least seven days prior to the course start, and we will refund your fee. Cancellations received after that date and no-shows are subject to a $150 administrative fee per course. You may enroll a substitute at any time before the conference starts.
- **Location**
  - The Pyle Center, 702 Langdon Street, Madison, WI. Phone messages: 608-262-1122.

### Course Schedule

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1</td>
<td>8:00 a.m. to 8:30 a.m.</td>
<td>Registration</td>
</tr>
<tr>
<td></td>
<td>8:30 a.m. to 5:00 p.m.</td>
<td>Class</td>
</tr>
<tr>
<td>Day 2</td>
<td>8:00 a.m. to 5:00 p.m.</td>
<td>Class</td>
</tr>
<tr>
<td>Day 3</td>
<td>8:00 a.m. to 11:00 a.m.</td>
<td>Class, Lunches, and Certificate</td>
</tr>
</tbody>
</table>

Midmorning and midafternoon refreshment/networking breaks and lunch will be provided on Days 1 and 2. Lunch is optional on Day 3.

### Accommodations
- We have reserved a block of guest rooms (rates starting at $89, including parking and Madison Taxi’s silver cab from airport) at Campus Inn, 601 Langdon Street, Madison, WI. **Reserve a room online at [campusinn.com](http://campusinn.com) or call 800-589-6285 or 608-256-2621. Room requests after August 24 will be subject to availability. Other fees and restrictions may apply.**

- We have reserved a second block of guest rooms (rates starting at $89, including continental breakfast) at Lowell Center, 610 Langdon Street, Madison, WI. **Reserve a room online at [lowellcenter.com](http://lowellcenter.com) or call 866-301-1753 or 608-256-2621. Room requests after August 21 will be subject to availability. Other fees and restrictions may apply.**

### Earn Continuing Education Credit
- By attending this conference, you will earn 15 Professional Development Hours (PDH) or 1.5 Continuing Education Units (CEU).