

PRODUCT SAFETY WORKSHOP: JUNE 6 & 7, 2011

2011 SUMMER PRODUCT SAFETY WORKSHOP

(Concurrent workshop with opening session of Certificate in Product Safety Management)

Presented by the Center for Supply Chain Management Studies, Saint Louis University

With the support of ADK Information Services, LLC

June 6 & 7, 2011

*John Cook School of Business
3676 Lindell Blvd.
St. Louis, MO 63108*

The workshop will be presented concurrently with the opening of the Certificate in Product Safety Management. The curriculum is designed to provide product safety managers with a specific understanding of the practical elements in the development of a product safety system. Product safety professionals and those who have recently entered the profession will find the course useful in understanding the current regulatory environment, practical information on organizing a product safety program, best practices in current testing and certification, how to organize product recall programs, and how to develop a data management strategy for product safety and risk management. Team building exercises will be included on product safety topics introduced during the workshop.

The workshop will consist of the following specific topics:

DAY 1: June 6: Classroom Period: 8:00 A.M. – 6:00 P.M.

1. International and Domestic Compliance and Regulation:

The domestic content explains current status of regulatory environment, including recent legislation governing regulation of consumer products. Specific information about the Consumer Product Safety Improvement Act of 2008 includes discussion of requirements that manufacturers are required to follow. Explains the statutory requirements to clearly warn consumers on any potential hazards associated with product usage. Explains how human factors are integrated into a warnings and label program. The role of research in determining the most effective forms and design of warning labels.

The international content explains differences and similarities in compliance and regulatory environment between U.S. and other countries. Compares U.S. with Canada, European Union, Asia, and Australia. Describes various governmental authorities around the world and current efforts in harmonization. Includes information about basic regulatory requirements in other countries.

PRODUCT SAFETY WORKSHOP: JUNE 6 & 7, 2011

2. **Critical Elements of A Robust Quality & Safety Process for Companies:**

Explains how to organize a product safety program within a company, including processes for risk assessment, product design, supplier qualification and management, process control of manufacturing, product quality and safety verification, and traceability and documentation. Explores the basis of product safety from a compliance and risk management standpoint. How do companies determine the risk of products as safety hazards? What risk assessment process, tools, and management structure can a company put in place to help reduce risk? What are the elements of a hazardous analysis for specific products?

Explains the role of standards and certification in product safety process. What steps should companies take in the selection of test labs to assure they are getting the support they need? How to determine the standards that are applicable to individual products. Creating a system for establishing criteria to use in test lab selection.

DAY 2: June 7 Classroom period: 8:00 a.m. – 3:00 p.m.

3. **Managing the Supply Chain for Product Safety:**

Explains the role of supply chain management from a product safety viewpoint. Elements include supplier identification, production management, documentation of supplier quality system, inventory management, outsourcing of production, and documentation of supplier safety practices.

Explains importance of have capability of identifying products by serial number or date codes in production process. Traceability of products through supply and distribution chain. Management of data in product recall events, including consumer notification, response, and completion of remedy. Importance of data in product liability litigation.

4. **Product Recall and Retrieval Planning:**

Explains the importance of having a product recall plan and system in place prior to incurring a product safety event. Includes all the elements of a product recall plan, including customer and end-user notification, customer registration, management of the remedy, creating a master data base for the recall, and developing forms of reporting for the government, as well as for senior management. Includes focus on product retrieval and requirements in various industries for proper disposal and documentation.

PRODUCT SAFETY WORKSHOP: JUNE 6 & 7, 2011

Faculty for the workshop may include representatives from prior course instructors:

Anthony Munns co-leads the Risk Services practice of Brown, Smith and Wallace, a regional accounting and risk management firm. He previously led Arthur Andersen's St. Louis-based risk consulting practice and the Great Plains regional business systems audit practice. He has conducted numerous audit projects for national and international manufacturers.

Peter Winik, Partner, Latham & Watkins, LP, is the Deputy Managing Partner of the Washington, D.C. office of Latham & Watkins. His is global co-chairman of the firm's Product Liability, Mass Torts, and Consumer Class Action Practice Group. He is co-chair of the Consumer Products Regulation Subcommittee of the American Bar Association Administrative Law Section. He has written and spoken extensively on product liability issues.

Mark Kinzie, Principal, Averture, LLC, has over 20 years of experience in product liability law. He has represented companies in product liability on national and international matters. He is the leading co-author of *Product Liability Litigation* (West, 2002), a text book used in law schools and graduate students. He is the author of many articles on different aspects of product liability law and a contributing editor in "Component Part Manufacturers and Bulk Supplier Liability Cases: A Fifty State Survey."

Peter Unger is President and CEO of the American Association for Laboratory Accreditation (A2LA). A2LA is a nonprofit, membership organization administering one of the largest, comprehensive laboratory accreditation systems in the world with over 2,000 laboratories and related organizations currently accredited. He is vice chair of the International Laboratory Accreditation Cooperation and technical advisor to the Executive Committee of the Inter-American Accreditation Cooperation.

Gene Rider is President of Intertek, Plc's Consumer Goods North America operations (one of the world's leading provider of quality and safety solutions to the Consumer Goods Market), and President and Founder of Intertek's Risk Assessment and Management business stream. Mr. Rider has devoted his life to risk analysis and design safety, particularly for consumer products. As the author of numerous articles and publications, he has recently written the "Physical Hazards" and "Risk Management" sections in the Encyclopedia of Toxicology, 2nd Ed.

Don Moffett is Director of Quality Assurance for Kolcraft Enterprises, Inc. a leading national and international manufacturer of juvenile products. He is also a principal with Product Integrity Engineering, an independent consulting firm. An engineer by training, he has a long career in designing and managing product safety programs from the supplier and client sides. His

PRODUCT SAFETY WORKSHOP: JUNE 6 & 7, 2011

background includes consulting with companies in the area of product safety, training people for product safety responsibilities, and representing companies in standards compliance. He is Chairman and developer of the ASTM Standard for Crib Mattresses.

Kenneth Ross specializes in product safety law, product liability prevention and regulatory compliance and is of counsel with the firm Bowman and Brooke LLP. His background includes in house legal positions at Westinghouse Electric and Emerson Electric. He has represented clients in nearly 50 different industries and is especially known for his work in warnings, instructions and other safety communications. He has written extensively about product safety and liability prevention, with articles in such publications as *Defense Research Institute*, *Product Liability Law & Strategy*, *Risk Management*, and *Product Liability International*. He is included in the Guide to the World's Leading Product Liability Lawyers (2007 and 2009).

Dr. Edward Heiden, president of Heiden Associates for the past twenty-four years, has conducted a large number of trade regulation and industry studies, as well as economic impact studies on health, safety, and environmental regulatory issues for private and government clients. Dr. Heiden has testified frequently in antitrust and product liability cases. He has appeared as an expert witness before a number of U.S. District Courts and State Courts, the U.S. Court of Claims, and the U.S. Court of International Trade. He has also appeared in proceedings before the Consumer Product Safety Commission, the Occupational Safety and Health Administration, the California Air Resources Board and the U.S. Congress.