



PRODUCT SAFETY LEADERSHIP: CRISIS MANAGEMENT CONFERENCE

**Hosted by
University of Missouri St. Louis (UMSL) College of Business Administration
In cooperation with
Society of Product Safety Professionals and
ADK Information Services, LLC.
November 7—9, 2023
Venue: Anheuser-Busch Hall of the UMSL Business School**

The 2023 Crisis Management Conference has three distinct goals:

- > To provide expert insights into identifying and responding to crisis situations
- > To give professions formal training that includes university-level recognition
- > To provide a network opportunity for professionals from a variety of industries and products to share knowledge on approaches to crisis management

The event will be in-person on the UMSL Campus in Normandy, Mo.

Expert insights:

The sequence of instructor presentations follows:

November 7

1. Opening Exercise:

Participants will work as small teams identifying what their goals and expectations are for the Conference, lead by Marie-Claude Simard, a 20+ year veteran of BRP (Bombardier Recreation Products), Canada. Marie-Claude has led many industry group exercises to achieve specific goals and learning objectives. She works at a global level as a strategic and communicative leader in a manufacturing environment. She brings experience in process optimization, detailed risk analysis and strategic plan development. She solves problems by applying a realistic and responsible approach. She is known as a rigorous professional delivering projects and able to inspire, train and develop multidisciplinary teams. Marie-Claude brings specific competencies to our Crisis Management Conference through her background in training and knowledge transfer, complex investigations, project management, risk management and safety recalls.

2. Case Study:

A public transportation crisis. The anatomy of a public crisis will be discussed by Dr. George A. Zsidisin, Ph.D. He is The John W. Barriger III Professor of Supply Chain Management at the University of Missouri, and one of the leading global scholars on supply chain risk, disruptions, and commodity price volatility management. He will be joined by an industry colleague in a joint discussion combining theory and practice in crisis management. His research objective is to provide significant contributions in the field of supply chain management. He believes that the best method for accomplishing this is to study, conduct, and publish research that is beneficial to both academics and practitioners. His primary research focus is on supply risk and its management. Topic areas he researches in relation to supply risk management are supplier relationships, cost management, sustainability, commodity price volatility, and information technology. The research techniques he uses in his research includes case studies and survey instruments informed through the theoretical frameworks of agency theory, transaction cost economics, the resource based view of the firm, and institutional theory. The information obtained through his research informs him of the most recent trends in supply management, and these insights are subsequently shared with students and practitioners. His specialties include: Purchasing and Supply Management; Supply Chain Management; Supply Risk Assessment and Management; Empirical Research Methods

3. Compliance and Regulatory Affairs:

The Crisis Check List that Guides Action: Attorneys from Arnold & Porter law firm, will share their expertise as compliance and regulatory experts, along with their individual backgrounds as staff lawyers at the U.S. Consumer Product Safety Commission. Michelle Gillice is a partner at Arnold & Porter specializes in regulatory compliance and enforce-

ment the CPSC and the Drug Enforcement Administration. As a 9-year veteran attorney at CPSC she handled numerous defect and regulated product compliance, recalls, and civil penalty investigations involving retailers, importers, and manufacturers. Mike Gentine, Counsel at Arnold & Porter, has a history of working in government and the consumer good industry. At the CPSC, Mike served as Special Assistant and then Senior Counsel to Commissioner Joe Mohorovic. Michelle and Mike together bring a first hand insight into how regulatory agencies and their personnel think about their subject matters, and how their clients should approach the regulatory environment.

4. Risk Assessment:

Reducing risk from product defects and hazards through building a rigorous system before crisis occurs. Don Moffett is an executive leader for Social Compliance, Product Safety, Quality, and Regulatory Compliance. He has provided product development services and products to Fortune 500 and other consumer product firms for nearly 25 years. After obtaining his Bachelor and Master of Science degrees in General Engineering from the University of Illinois, Don has become one of the leading product safety and risk assessment experts in the consumer product industry, while also building an extensive skillset in developing business processes using risk-based methodologies and Six Sigma principles. His background includes leadership roles in the test lab field, and in risk management responsible for several consumer product manufacturers. He is a senior leader at Carhartt and also serves as an independent consultant.

5. Managing a global crisis: How a small team of engineers resolved a crisis with a simple modification.

Tim Sullivan, Senior Vice President of Global Quality/Compliance for Spin Master (retired), has a background in engineering design, safety, and quality. He shares his background and approach to a global crisis faced by the fast-growing \$2 billion global children's entertainment company. He uses as a case study, a unreasonable risk that was associated with 2 million plush toys in global distribution. Tim will share the context of this crisis, along with the approach that led to a successful resolution and solution. He will also share several other case studies that demonstrate the wide range of challenge and risk in today's global economy.

Tim began his children's product pursuit at Kenner. While there, Tim developed marquee products in XRC®, Baby Alive®, Star Wars®, Jurassic Park®, Play-Doh®, EasyBake®, Tonka®, and Nascar® toy brands. Kenner was acquired by Hasbro in 1992. In 2011, Tim left Hasbro for an opportunity in Spin Master. While continuing in Hong Kong, Tim accelerated Asia R&D progression into global toy and game development. One year on, Tim relocated to Spin Master's Toronto headquarters leading the development and project management processes for the company. In 2014, Spin Master expanded Tim's leadership role to include

Product Integrity/Compliance in addition to his significant contributions in R&D and product innovation.

6. Team Exercise:

Developing a crisis management plan framework for your company's use. Steve Epner, an entrepreneur, innovator, and creative business leader, is an MBA instructor at the Saint Louis University School of Business. Among his achievements are his role in defining and bringing product safety management education programs to a university-level where its courses have thrived since 2010, reaching over 1,000 product safety professionals through courses, programs, and webinars. Steve has worked with hundreds of graduate students using group communication activities in addressing specific goals. He will work with our group in achieving the goal of developing a crisis management plan guideline that each program participant will be able to take back to their company as a model for organizing a response to a crisis event. Steve is the author of "Keep It Simple" a guide to ways in which a group can move from theory to action. His work is engaging and stimulating, keeping participants and teams in constant motion leading to a final team and individual outcome.

November 8

7. Public Health Crisis caused by consumer products.

Ann Marie Buerkle is an ideal spokesperson for the voices of millions of consumers who may be at unreasonable risks from everyday products. She has represented consumers throughout her career, which has included being an American nurse, an attorney, an elected official as a representative of the 25th Congressional District, and a federal regulator as a member of the U.S. Consumer Product Safety Commission (CPSC). From 2013 to 2017 she served as a commissioner, and from 2017-2019 was Acting Chairman of the CPSC. This responsibility made her the defacto Chief Executive Officer of an agency with a budget of \$150 million annually employing about 520 professionals dedicated to protecting consumers from serious injury and even death. Informed consumer product manufacturers, producers, and retailers want to know as much as possible about the CPSC so that they don't run into a legal or brand problem that may include unwelcome publicity announced in a CPSC news release. She shares what this responsibility looked like during her term as a CPSC Commissioner and Acting Chair.

8. Brandan Mueller is Chair of Husch Blackwell's Mass Tort and Product Liability Practice Group.

He's been with his firm for nearly 20 years. Throughout the United States and Canada, Brandan has been involved in litigation in federal and state courts and arbitration proceedings, representing large corporations, insurance companies, privately held companies and

individuals. Of special note for our conference, much of his work is carried out during crisis situations. This calls on a special skill set that balances the needs of urgent action with the thoughtfulness required to plan a complicated process involving people, policies, and constant collaboration. He advises clients regarding reporting requirements to the U.S. Consumer Product Safety Commission. As part of his product safety practice, Brandan has worked with clients in the research and development stages of liquefied petroleum (LP) gas products to counsel them on risk management and compliance issues. He represents clients in the defense and prosecution of cases involving product liability, transportation matters, complex commercial litigation, construction law, insurance law, and personal injury. He has focused extensively on product liability cases involving fires and explosions, electronics, as well as on toxic tort matters. He works with clients to guide them through all aspects of product safety to include investigations, product recalls, and other corrective actions; product warning, warranties and instructions, product testing, and product warning analysis.

9. Data as a proactive and reaction tool in crisis management.

Haitao Li is Professor and Chair of the Supply Chain & Analytics Department, and Founding Director of Laboratory of Advanced Supply Chain Analytics at University of Missouri – St Louis (UMSL). He holds his Ph.D. degree in Operations Management (2005), Master of Arts in Economics (2002) from University of Mississippi, and Bachelor of Engineering in Foreign Trade in Industry with a minor in Aeronautical Engineering from Beijing University of Aeronautics and Astronautics, P.R. China (2000).

He will introduce supply chain analytics as a data-driven decision-support approach to manage crisis, both reactively and proactively. He will introduce various entry points causing quality failure through an end-to-end supply chain, followed by an introduction of supply chain analytics. He will then dive into the use of all three components of analytics: Descriptive, Predictive and Prescriptive for managing quality related crisis. He will showcase a few use cases on data-driven decision-support for food safety.

10. Product Recall Logistics: Planning for when the rubber hits the road.

Chris Harvey is Senior Vice President of Crisis Solutions at Sedgwick | Brand Protection. Chris leads a team of recall strategists and works with clients to help ensure quality implementation and customer integration throughout the entire product recall process. For many companies, having to recall a product is one of the most serious crises that brings a company under consumer and regulator scrutiny. Its impact on a company can influence consumer trust and loyalty. Chris will present the concept of planning for a recall through implementation and reporting to be prepared. He will share insight on the anatomy of a recall and the elements that constitute an effective outcome. Throughout his career, he has managed more than 1,200 recalls, including hundreds of high-profile recalls and

withdrawals for the Nation's largest pharmaceutical and CPG companies. He is recognized as an expert in the recall industry and routinely speaks to audiences on best practices for recall planning and execution. Chris is also a board member of the International Consumer Product Health and Safety Organization (ICPHSO).

11. Sometimes crisis events end up in a court room setting: How one judge sees his responsibility as a jurist.

The Honorable Michael David is a former Circuit Judge of the 22nd Judicial Circuit in Missouri with more than forty years of experience. Prior to his appointment to the bench, Judge David tried numerous jury trials during his time as an assistant public defender and, later, while in private practice. At the same time he was practicing with his firm, he also served as a member of the Missouri House of Representatives. While in the House, Judge David served on various committees and chaired the House Committee on Municipal Corporations.

In 1989, during his fourth term in office, he was appointed by the Governor to be an Associate Circuit Judge, and then a Circuit Judge less than four years later. Judge David presided over many of the Circuit's lengthy and more complex cases and served as the Circuit's Presiding Judge from 2003-2004 after serving as the President of Missouri's Circuit Judge's Association (2000-2001). Judge David areas of expertise include: Business Litigation, Commercial, Compensation, Consumer, Contracts, Employment, FELA, Insurance, Medical Malpractice / Medical Negligence, Personal Injury, Products Liability, Professional Liability / Malpractice, Toxic Torts.

In his presentation for the Crisis Management Conference, Judge David wants to share some of the challenges he faced while serving as a Missouri Circuit Judge. He will take you behind the scenes and share relevant judicial experiences that align with our topic of crisis management. This includes spending a year as presiding judge over the asbestos litigation docket that grew over time. He is a forthright jurist who speaks without pretense. He will explain the role he and his judicial peers are expected to play, whether in local, regional, or national judicial venues.

After retiring he chose to continue his career as arbitrator or mediator in private practice. He received his J.D. in 1977 from Saint. Louis University School of Law where he served on the Law Journal and his B.S. in Business Administration, magna cum laude, from the University of Missouri-St. Louis where he was a member of Beta Gamma Sigma (National Business Honor Society).

To register for the conference, [click here](#).