

## ENGAGEMENT: VISION TO REALITY

### CONSUMER PRODUCT SAFETY

COMPANY  
CULTURE

PRODUCT  
ASSURANCE

REGULATORY  
COMPLIANCE

INCIDENT  
MANAGEMENT

PRODUCT  
RECALL

P I L L A R S   O F   K N O W L E D G E

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**Gottschalk – Enabling Product Development – Effective Strategies For Engaging With Business Partners**

**Mays – Product Safety Audits – An Often-Missed Opportunity**

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**Ross – The Duty To Warn: Is There A Risk Of Overwarning?**

**Trofe – Leveraging The Trade Association**

**And More Relevant View Points...**

**Introducing Best Practices**

# ADK's

## Global Impact Award

We are pleased to join hands with our education partner, the Richard A. Chaifetz School of Business at Saint Louis University, in recognizing each year the individual or organization that has made a significant contribution to the field of product safety. The award is designed to call attention to progress in the field of product safety in the areas of technology, compliance, education, or injury/risk reduction.

### **Al Kaufman...** **The professionals' professional** 2020 Recipient

If you were trying to find an individual whose temperament, intellect, and passion represents the perfect mixture of traits for impact on the world of product safety, global trade and supply chains, chances are you need go no further than Al Kaufman.

He is senior vice president of technical affairs for the Toy Association, one of the most prominent industry associations in the world. His career path includes key product safety and sourcing leadership positions in some of the most prominent businesses in the world, including Toys R Us, until recently considered a Kingdom and the largest toy store in the world, and the Walt Disney organization, which is recognized as the world's leader in children and family entertainment.

Al leads the Association's continuing development and implementation of technical policies and strategies relating to toy safety, the environment, supply chain issues, factory processes, and other matters. He is a member of the Executive Board of ASTM International's Committee for Consumer Products F15 and is active on several toy and juvenile product safety standard subcommittees. He is an appointed member of the Environmental Protection Agency's Science Advisory Committee on Chemicals.

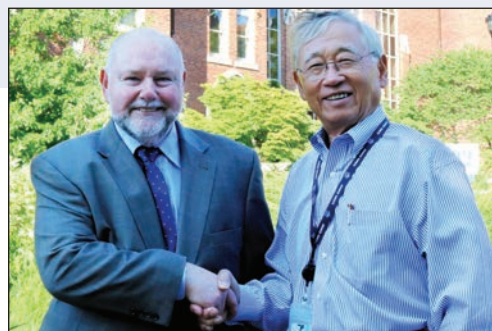
*Shown at the Saint Louis University campus are Al Kaufman (left), following the presentation of his 2020 award with the ADK Global Impact 2017 Award winner Dr. Ik-Whan Kwon.*



Al stands out as a leader in the field of product safety management education as a past president of the International Consumer Product Health and Safety Organization (ICPHSO). His current contribution is serving as President of the Board of Governors for the Consumer Product Safety Certification Services (CPSCS), which has overseen the development and management of one of the product safety fields' newest career milestones.

CPSCS, an independent affiliate of the Society of Product Safety Professionals, led the way in launching the Consumer Product Safety Professional Certification Program at Saint Louis University in 2019.

The awarding of the Certified Product Safety Professional™ designation is a new benchmark in career development for the field of product safety. And Al Kaufman's mark is placed squarely on this new professional development. His feeling about this? "I find the field of product safety satisfying and stimulating. It's been a real privilege to play a small part in a profession that has a goal of reducing risk for billions of people around the world, and I'm very humbly appreciative of being recognized by receiving this award."



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## We're Growing... ...To Serve You Better!

Directory users have regularly rated our Editorial Section of high interest. So, as you look at this 2020 issue, you will notice an enlarged Editorial Section.

You'll especially notice a brand new "Best Practices" section (starting on page 53), featuring

### BEST PRACTICES

useful tips that you can use for professional improvement from your Product Safety colleagues.

As always, we welcome your feedback and your contributions.

And, thanks for your support.  
**The Editorial Staff**

**Going Digital** – The Government Regulatory Agency contact information listed in past Directories has routinely changed frequently throughout the year. To improve our ability to present the most

current information possible, we are moving this section out of the Directory and on to the ADK Website. You can find the listing of Government Regulatory Agencies at [adksafetyinfo.com](http://adksafetyinfo.com).

## Introduction: Engaging with the Past, Present, and Future...

Over the past decade we have engaged with hundreds of participants and professionals in the product safety field. Past editions of the directory have focused on themes that include company culture, the complexity of managing product safety in a global economy, and the ways in which leadership impacts product safety and the establishment of an effective product safety program.

Engagement is the theme of the 2020 Product Safety & Recall Directory®.

Many practitioners in the field encounter engagement issues daily, sometimes without realizing that engagement drives both rewards and challenges in the field of product safety. The rewards come from a job well done that is the outcome of a team or group effort. The challenge comes when peers, colleagues, superiors, and the many stakeholders outside of a company may not fully understand product safety, how it is practiced, and why it is essential to the well-being of the company, its work force, its customers, and consumers. Without the ability to engage, through ongoing education, the product safety professional is missing a primary element in organizational and individual success.

The editorial section of the 2020 Directory is dedicated to this theme through the writings of some of the fields most respected professionals.

At ADK Information Services, LLC we try our best to stay fully engaged with our various stakeholders. Through the weekly Product Safety Education newsletters, we stay bonded to many in the product safety field both domestically and internationally. Through our weekly Product Safety Network News, we hopefully are engaging our stakeholders with information they need to know about what is happening in product safety around the world. Through our presence at the annual ICPHSO conference, we bring a growing number of our graduates, instructors, and colleagues together with our annual receptions. And finally, through our daily networking with individuals around the country and globe we learn what is on peoples' minds, and whether there is a role for ADK to play in addressing those issues or ideas.

It's been a remarkable journey for our group since we first announced at the 2009 ICPHSO conference in Toronto ADK's intention to provide information and education to the consumer product safety community. We hope we've been able to inform, help education, and please those of you who have joined us on this journey.

**Donald Kornblet**  
**Publisher, ADK Information Services, LLC**  
 January 2020  
 Product Safety Advisor  
 Saint Louis University  
 Richard A. Chaifetz School of Business

## Acknowledgements: The Joy of Engagement

In thinking back over a nearly 50-year career in the field of training, communications, and business management there is one thing that stands out. Each of these experiences has been enriched by the people who have come together under the various umbrellas to make their contributions, and to spread the warmth and gratification that comes from engagement.

Some of these are colleagues go back many years, such as Harold Zinn, who came out of retirement recently to take over the editorship of the Product Safety & Recall Directory.<sup>®</sup> Or Linda Tyler, who was ADK's first program coordinator as well as managing ADK's survey work for the decade of our existence; it goes back further, as Linda and I worked side-by-side the previous decade+ with a team at Business Response, Inc. where we first made a name managing product recalls in the consumer product safety field.

More recently, and closer to home are close colleagues that include Dr. Ik-Whan Kwon, my full "partner in risk" in piloting the first ever consumer product safety program offered through a major university school of business, the 100+ year old Richard Chaifetz School of Business at Saint Louis University. We didn't know if the program would be successful or not; but we agreed that we're both risk takers and that this was a risk worth taking. This relationship has carried over to include Cindy Mebruer, the successor to Dr. Kwon as the director of the Center for Supply Chain Excellence and Beth-Anne Yakubu, director of the Emerson Leadership Institute, both centers being housed at the Chaifetz School.

Over the past 7 years, another partner has placed a hand squarely on the success of our education programs: Dennis Blasius. Dennis was an instructor for our programs while serving as Director of Field Operations for the U.S. Consumer Product Safety Commission when we first met. Upon his retirement, we quickly agreed that he should stay engaged in a broader capacity, taking over the coordination of our key programs.

Integral to our daily operations are such professionals as Larry Mrazak, an IT whiz who has been managing our website and search engine that helps companies find service providers in the product safety field, and Lisa Karl, who is a data base associate keeping up with the growing interest in our work.

I also want to acknowledge the support of my wife, Ann, along with our children, Ben and Sarah, who have both planted their flag in ADK earth in meaningful roles through the years.

Last, and far from least, is Steve Epner, a technology entrepreneur and adjunct teacher at the Chaifetz School of Business, who was responsible as part of an advisory team for massaging the idea of university-level product safety management education and then getting it introduced to our eventual home at Saint Louis University.

**DRK**  
St. Louis, MO  
January 2020

## COOPERATING ORGANIZATIONS

The Product Safety & Recall Directory® has enjoyed the support of many different industry groups. Some of these groups have created awareness of the Directory. Other groups have helped to spread the word on the product safety management education courses offered through our partnership with Saint Louis University. ADK appreciates the

support shown to us by the community of industry associations highlighted here, and we hope to be able to work closely with a growing number of associations in generating programs that serve their members and help meet their individual association goals.



**American Association for Laboratory Accreditation (A2LA)**  
[www.a2la.org](http://www.a2la.org)

A2LA is a private, non-profit membership association, established in 1978. Its primary mission is to provide comprehensive laboratory accreditation programs. Over 2,000 scopes of accreditation have been accredited in 17 fields of testing and calibration.

Laboratories are accredited to ISO/IEC 17025 and field-specific requirements developed with government and industry. A2LA also offers programs for accreditation of inspection bodies (ISO/IEC 17020), proficiency testing providers (ILAC G13, ISO/IEC Guide 43), reference material producers (ISO/IEC Guide 34), and bodies operating product certification systems (ISO/IEC Guide 65).

**Craft & Hobby Association (CHA)**  
[www.craftandhobby.org](http://www.craftandhobby.org)



The Craft and Hobby Association (CHA) was formed in 2004 with the merger of the Hobby Industry Association (HIA) and the Association of Creative Crafts Industries (ACCI). CHA is a not-for-profit global

organization comprised of thousands of member companies.

Membership encompasses the manufacture, distribution, and retail sales of products in the near \$30 billion craft and hobby industry.

CHA's vision, simply stated, is to create a vibrant industry with an exciting image, an expanding customer base and successful members.

The goal is to stimulate the sales growth of the craft and hobby industry worldwide by creating consumer demand, helping members succeed and leading the industry.

**International Consumer Product Health and Safety Organization (ICPHSO)**  
[www.icphso.org](http://www.icphso.org)



ICPHSO is a not-for-profit organization incorporated 1993 as an organization dedicated to discussing health and safety issues related to consumer products marketed globally. ICPHSO is unique in that it brings together all the key players in product safety: regulators, retailers, manufacturers, consumers, lawyers, consultants, standards and testing organizations, academics, and researchers to share information and best practices. ICPHSO has grown considerably.

The annual conference now attracts over 500 attendees and is recognized as the pre-eminent event for consumer product safety professionals. In addition to its annual conference, ICPHSO hosts an international meeting and training symposium and a regional product safety workshop held in different cities within the United States.

**International Sleep Products Association (ISPA)**  
[www.sleepproducts.org](http://www.sleepproducts.org)

Established in 1915, the International Sleep Products Association (ISPA) is dedicated to protecting and enhancing the growth, profitability and stature of the mattress industry.

As the industry's trade organization, ISPA represents mattress manufacturers



INTERNATIONAL SLEEP PRODUCTS ASSOCIATION

and suppliers throughout the world. ISPA provides a wide range of services that benefit its membership.

These include exclusive industry surveys and statistics, advocacy support, educational offerings, the industry's ISPA EXPO trade show, safety research through its Sleep Products Safety Council, consumer research and education through its Better Sleep Council, BedTimes and Sleep Savvy publications, the ISPA Earth™ Industry Sustainability Initiative, and more.

## Juvenile Products Manufacturers Association (JPMA)

[www.jpma.org](http://www.jpma.org)

The Association is a national trade organization of more than 250 companies in the United States, Canada, and Mexico.

JPMA exists to advance the interests, growth, and well-being of North American prenatal to preschool product manufacturers, importers, and distributors marketing under their own brands to consumers. It does so through advocacy, public relations, information sharing, product performance certification, and business development assistance conducted with appreciation for the needs of parents, children, and retailers.



## Missouri Society of Certified Public Accountants (MSCPA)

[www.mocpa.org](http://www.mocpa.org)

The Missouri Society of Certified Public Accountants (MSCPA) is the premier professional development organization dedicated to certified public accountants in the state of Missouri.



The MSCPA represents more than 8,500 CPA members in public practice, industry, government, and education.

Established in 1909, the MSCPA provides members with continuing education, governmental advocacy, and networking opportunities, while working to further the future of the CPA profession through student-focused initiatives. MSCPA's membership is diverse — representing all aspects of the CPA profession, as well as every town, city, and municipality in Missouri. More than half of MSCPA's membership resides and works in St. Louis.

## Retail Industry Leaders Association (RILA)

[www.rila.org](http://www.rila.org)

The Retail Industry Leaders Association (RILA) is the trade association of the world's largest and most innovative retail companies. Retail executives choose RILA's unique collaborative forums, effective advocacy, and premier educational events to advance excellence throughout the retail industry.



RILA members include more than 200 retailers, product manufacturers, and service suppliers, which together account for more than \$1.5 trillion in annual sales, millions of American jobs and operate more than 100,000 stores, manufacturing facilities and distribution centers domestically and abroad.

## Society of Product Safety Professionals® (SPSP)

[www.productsafetyprofessionals.org](http://www.productsafetyprofessionals.org)

SPSP was formed in 2016 by a group of graduates of the Saint Louis University Supply Chain Center for Excellence who wanted to see additional educational opportunities in the product safety management field. Their leadership helped to launch what would become the Consumer Product Safety Professional Certification Program, offered through the Emerson Leadership Institute at Saint Louis University's Richard A. Chaifetz School of Business. SPSP will confer the designation Certified Consumer Product Safety Professional(tm) upon those who successfully pass the Saint Louis University certification program. The organization has also developed a series of free webinars for product safety professionals, made possible by a grant from Stericycle EXPERTSolutions. The organization publishes a monthly newsletter, and explores other avenues for professional development.



## Toy Association,™ Inc.

[www.toyassociation.org](http://www.toyassociation.org)

Toy Association™, Inc. (TIA) is the not-for-profit trade association representing all businesses involved in creating and bringing toys and youth entertainment products to kids of all ages.



Toy Industry Association, Inc.

TIA's 600 members account for an estimated 85 percent of the annual U.S. domestic toy market of more than \$22 billion. TIA has a long history of leadership in toy safety, including responsibility for the development of the first comprehensive toy safety standard. TIA members and staff continue to work with government officials, consumer groups, and industry leaders on ongoing programs to ensure safe play. TIA serves as the industry's advocate on legislative and trade issues; enhances the image and growth of the industry by promoting toy products at its trade shows and events, in the media, and via other means; and fosters philanthropy to children via the Toy Industry Foundation and its Toy Bank.

## Richard A. Chaifetz School of Business Saint Louis University

[slu.edu/business](http://slu.edu/business)

The Richard A. Chaifetz School of Business is more than 100 years old, and is among the top 100 accredited



RICHARD A. CHAIFETZ  
SCHOOL OF BUSINESS  
SAINT LOUIS UNIVERSITY

business schools in the United States. Saint Louis University's Centers of Distinction bridge the academic experience with the real world and expand our students' horizons beyond the classroom. Product safety management courses are offered through 2 of the schools Centers: the Center for Supply Chain Excellence, and the Emerson Leadership Institute. Over 300 participants from more than 100 domestic and international companies have supported the product safety programs at SLU over the past decade.



# ADVERTORIALS & SPONSORSHIPS

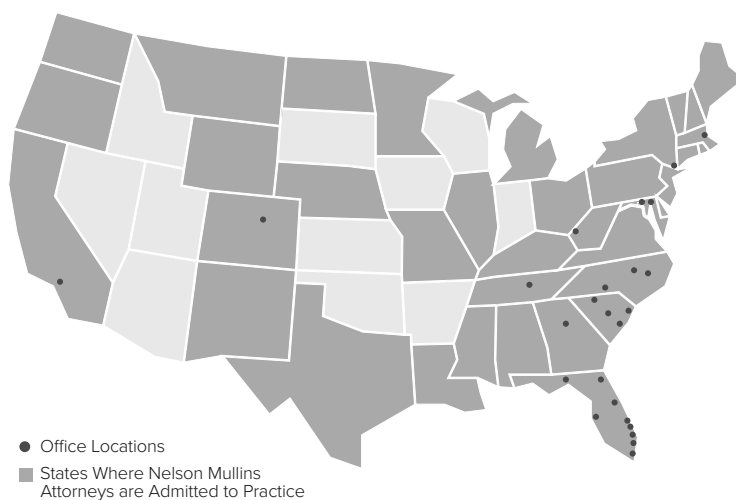
We appreciate the interest and support of industry associations, companies and professional development organizations.

They enrich the field of product safety and deserve recognition for their contributions.



# Helping businesses comply with regulations and avoid exposure

Our Consumer Product Safety, Risk Prevention, and Regulatory practice team has a proven track record of success advising consumer product manufacturers of all types and sizes. From start-ups to Fortune 500 companies, businesses with diverse needs have sought counsel and representation from our experienced team of product liability litigators and counselors. Known as leaders among legal advocates for businesses and manufacturers, our lawyers will guide clients through compliance, protocols, reporting, and other pitfalls in the consumer product landscape.



John F. Kuppens, Partner  
**Nelson Mullins Riley & Scarborough LLP**  
Attorneys and Counselors at Law

**Meridian | 17th Floor**  
1320 Main Street | Columbia, SC 29201  
nelsonmullins.com | 803.799.2000



# *icphso*®

## **THE INTERNATIONAL CONSUMER PRODUCT HEALTH AND SAFETY ORGANIZATION**

ICPHSO is a global organization that brings together all the key players in product safety: regulators, manufacturers, retailers, consumers, law firms, consultants, testing and certification laboratories, media, consultants, standards testing organizations, trade associations, health educators, academia, researchers, and others to share information and best practices to stay ahead of the latest emerging product safety issues.

We hold three annual meetings each year (Annual Symposium in February, Regional Training Workshop in June, and International Symposium in November) where all product safety stakeholders are encouraged to attend and participate. While you don't have to be a member of ICPHSO to attend our three conferences, members do receive benefits that other attendees do not.

### **MEMBER BENEFITS:**

- Discounted Symposium Rates
- On Line Access to Presentations
- Electronic Mailings
- Special Event Opportunities

For information on any of our upcoming programs or on becoming a member, visit: [www.icphso.org](http://www.icphso.org) or contact Marc Schoem, Executive Director at [mschoem@icphso.org](mailto:mschoem@icphso.org).

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# PRODUCT SAFETY LEADERS SHARING PRODUCT SAFETY KNOWLEDGE

## Our Instructors Panel at Saint Louis University 2010-2019

Alan Abrahams, PhD, Virginia Tech  
Patricia Adair, CPSC  
Hon. Robert Adler, CPSC  
John Barrera, The Walt Disney Company  
Karl Beken, Tucker Ellis  
Dennis Blasisu, CPSC,  
ADK Information Services, LLC  
Kenneth Boyce, UL  
Alison Brown, Arnold & Porter  
Mike Brown, Gidding Law  
Hon. Ann Marie Buerkle, CPSC  
David Callet, Callet Law  
Timothy Cassidy, Best Buy  
Neal Cohen, Attorney  
Nancy Cowles, Kids In Danger  
Dr. Sridhar Condoor, Saint Louis University  
Holly Davies, State of Washington  
Toxicology Program  
Mike Davison, Stericycle  
Jan Deconinck, EU General Counsel  
Susan DeRagon, QIMA  
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Dean Eldrenkamp, Intertek  
Steve Epner, The Start-up Within,  
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Sarah Esmaili, Arnold & Porter  
Cheryl Falvey, Crowell Moring  
Bruce Farquhar, International Consultant  
Dr. Paul Frantz, Applied Safety  
+ Ergonomics  
James Fisher, PhD, Saint Louis University  
Rod Freeman, Hogan Lovells  
Sanjeev Gandhi, SGS  
Michelle Gillice, Arnold & Porter  
Brian Grochal, UL  
Kathryn Guerra, Sears  
Jung Ha-Brookshire, University of Missouri

Richard Hackman, Procter & Gamble  
Steve Hall, Applied Safety & Ergonomics  
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Dan Hinkebein, Realtime Results  
Kenneth Hinson, Walmart  
Matt Howsare, Mintz Levin  
Don Huber, Consumer Reports  
Kim Hughes, Microsoft  
Pratik Ichhaporia, Intertek  
Kris Jatana, M.D., ENT surgeon,  
Ohio State University  
Children's Hospital  
Robert Juergens, S-E-A Limited  
Jennifer Karmonick, Arnold & Porter  
Alan Kaufman, Toy Association  
Rohit Khanna, CPSC  
Mark Kinzie, LogiTech  
David Kosnoff, Hasbro, Inc.  
Carol Kraege, State of Washington  
Toxicology Program  
Dr. Ik-Whan Kwon, Saint Louis University  
Joan Lawrence, Toy Association  
Kevin Lehrer, 5Horizons Group  
Tom Lanzisero, UL  
Don Mabry, ClearTrack  
Information Network, Inc.  
Belinda May, Dentons  
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Chelsea Mikula, Tucker Ellis  
Paul Milne, SGS  
Jerry Miller, Compliance and Risks, Inc.  
Sheila Millar, Keller and Heckman  
Don Moffett, Consultant  
Hon. Joseph Mohorovic, CPSC  
Leonard Morrisey, ASTM  
Wayne Morris, WCPS  
Brandan Mueller, HuschBlackwell  
Timothy Mullin, Miles Stockbridge  
Tony Munns, Brown Smith Wallace  
Catherine Niven, Queensland State  
Government and Queensland Consumer  
Product Injury Research Advisory Group-  
Carol Pollack Nelson, PhD

Nancy Nord, CPSC  
Ann Northup, CPSC  
Richard O'Brien, CPSC  
Sean Oberle, Product Safety Letter  
James O'Reilly, University of Cincinnati  
Kitty Pilarz, Mattel/Fisher-Price  
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Consumers Union  
Gene Rider, Exponent  
Hon. Marietta Robinson, CPSC  
Bernardo Altamirano Rodriguez,  
Better Business Bureau of Mexico  
Kenneth Ross, Bowman & Brooke  
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Inez Tenenbaum, Attorney  
& past Chairman CPSC  
Mary Toro, CPSC  
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Fulbright US LLP  
Peter Unger, American Association for  
Laboratory Accreditation  
Peter Winik, Latham Watkins  
Hong (Jo) Zhou, Deloitte  
Ming Zhu, CPSC



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ClearTrack® Clarity™ empowers companies to manage product safety and compliance through guided collaboration with vendors and service providers to protect brands, control costs, reduce risks and maintain customer trust.



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## VIEW POINTS

Presenting facts, analysis and commentary on relevant regulatory and marketplace issues facing product safety professionals by noted subject matter experts, including:

Rod Freeman  
Shelia Gottschalk  
Amber M. Hendrick  
Dan Herling  
Donald R. Kornblet  
Dr. Ik-Whan Kwon  
John Kuppens

Don Mays  
Jennifer Moore  
Wayne Morris  
Kenneth Ross  
Claire Temple  
Jay T. Thompson  
Lisa Trofe





## Supporting Professionals in Leadership Service to the Consumer Product Safety Field

Product Safety. Experience. Professional Development.

### PROFESSIONAL DEVELOPMENT

- Education
- Certification
- Monthly Newsletter
- Networking Opportunities

### VOLUNTEER OPPORTUNITIES

- Marketing
- Communications
- Organization Development
- Membership Program

The Society of Product Safety Professionals is a non-profit, membership organization dedicated to the education and training of product safety professionals working in the consumer product safety field.

**ANNOUNCING THE 2020 CONSUMER PRODUCT PROFESSIONAL CERTIFICATION PROGRAM AT THE EMERSON LEADSHIP INSTITUTE WITHIN SAINT LOUIS UNIVERSITY'S RICHARD A. CHAIFETZ SCHOOL OF BUSINESS**

***SPONSORED BY SPSP IN COOPERATION WITH OUR AFFILIATE, CONSUMER PRODUCT SAFETY CERTIFICATION SERVICES.***

***FOR MORE INFORMATION ABOUT PROFESSIONAL CERTIFICATION VISIT OUR WEB SITE  
[www.productsafetyprofessionals.org](http://www.productsafetyprofessionals.org)***

# PRODUCT SAFETY

An independent weekly for executives concerned with consumer product regulations, legislation and standards. Founded in 1972.

## LETTER

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