



ASSOCIATION OF  
EQUIPMENT MANUFACTURERS

# Standing the Test of Time...

## Product Safety that Endures

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**Product Safety & Compliance Seminar**

April 28-30, 2014

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**Product Liability Seminar**

May 1, 2014

Hyatt Regency | Schaumburg, IL



Safety Products that Last: The SMV (Slow Moving Vehicle Sign) Turns 50



**Bonus:**

# Preconference Course

Monday, April 28, 2014

## The Cornerstone of Product Safety

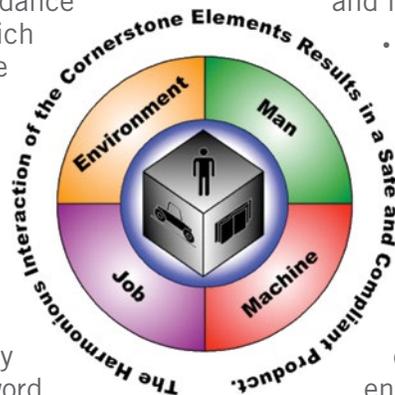
Product Safety is a system comprised of three distinct, but interconnected parts; “People, Machines and Information.”

Success is measured by the avoidance of safety related incidents which may result in harm to people when they use machinery. It represents a balanced use of education, experience, behavior, machine design and information.

“Hazard” and “Occurrence” describe the two words most significant to driving the activity of a product safety system. The word “hazard” denotes a potential source of personal injury. The word “Occurrence” denotes the likelihood harm will occur from exposure to a hazard.

Cornerstone will describe the role and value of process and policy in the life cycle success of product safety as applied to a machine, user and product support. Process is the consistent use of the product safety system throughout the product life cycle from conception through end-of-life disposal. Best practice policies supporting the process will be described that support the Fundamentals workshop sessions.

The session is an introduction to the relationship to the product safety system and the use of risk assessment, reduction and management.



- All first time seminar attendees, and those individuals starting careers in product safety will find the insights from this session invaluable in optimizing product safety best practices.

- All Fundamentals workshop attendees, regardless of experience, are strongly encouraged to attend the Cornerstone session.

*Presented by: Brian Ahlschwede – Industry Consultant, Steve Burdette – LDJ Consulting, Tom Lane – Caterpillar-Retired.*

The Product Safety and Compliance Seminar content is based on this foundation session, so attend the preconference course and hit the ground running on day one!

There is no additional fee for this course, **but advanced registration is required.**

# Tuesday &

## Keynote — Slow, Simple, Safe!

Whether it's on the road, at the site or in a home, the job of any product safety official is the same. "Keep people safe!" One of the ways we accomplish this is by warning signage such as the well-known slow moving vehicle sign. In her keynote presentation, Dr. Dee Jepsen will shed light on the importance of developing a symbol or instruction that has longevity, is simplistic and safe for all.

## Essentials 101 — Building on the Cornerstone of Product Safety

The Essentials 101 grouping of five (5) breakouts provides an interactive, "hands-on" approach to applying basic product safety principles into practice. This track explores through fictitious, yet meaningful, examples of examining products at various stages in their respective product development life cycles with focus on hazard analysis, risk assessment, product safety warning message development, communication of product safety messages and memorialization of product safety reviews, hazard treatment and risk mitigation.

Classroom participants will be introduced to primary concepts that are key to the success of product safety programs at any scale of project regardless of size of company. Primary concepts include:

- Information leveling - sharing of information among subject matter experts
- Quantitative risk assessment - understanding level of risk and reaching consensus
- Product risk mitigation, hazard treatment - alternative designs, safety messages

### Tuesday Keynote Dr. Dee Jepsen



Dr. Jepsen is an assistant professor in the Department of Food, Agriculture and Biological Engineering at The Ohio State University. Her areas of interest include tractor certification and disaster preparedness and recovery. Dr. Jepsen received her Ph.D. in Human and Community Resource Development with a minor in public health. She has an M.S. in Agricultural Education and A B.S. in Animal Sciences.

**IMPORTANT:** Although not compulsory, it is, however, highly advisable that participants considering the Essentials 101 track of breakouts attend the Cornerstone of Product Safety session on the preceding day to gain a broader perspective of core product safety principles.

# Wednesday Sessions

- Communicating safe use - operator instructions and embedded warning information
- Documenting the process - creating records for actions taken and future reference

## Essentials 101 — Risk Assessment 1

This first breakout will provide a brief overview of typical product life cycle and how early identification of risks can impact product development. When hazards or hazardous situations are observed and reported, it becomes necessary to call together a representative cross-section of experts to address concerns and develop an action plan. In this session, participants will break into groups with individual roles with some, but not all, background on an incident scenario and to develop related harm sequences. This first step of information leveling, “who knows what” is crucial to effectively analyzing risk.

## Essentials 101 — Risk Assessment 2

This breakout builds on the previous session with a group exercise of analyzing the elements of risk: frequency of occurrence, the vulnerability or likelihood for harm to occur and the degree of severity that might be expected should a harm sequence or “chain of events” result in harm. Objective analysis of the elements contributing to risk and establishing consensus are key objectives to understanding the significance of the risk being examined. Once the significance of the risk is known and agreed upon, then a risk mitigation plan can be developed and implemented.

## Essentials 101 — Risk Mitigation — Safety Messages 101

When alternative designs or protective measures do not fully eliminate a hazard, residual risk treatment involves providing warnings and instructions to operators and bystanders. Development of the message and how to use safety standards to formulate basic layout and content will be presented. Participants will then be given opportunity to develop an applied product safety warning label based on outcomes of the Risk Assessment exercise in the previous Essentials 101 breakouts.

## Essentials 101 — Risk Mitigation — Technical Manuals 101

This breakout covers a basic content outline, applying safety standards, e.g., ANSI Z535.6, to manuals with examples of where and how to incorporate safety messages. It contains brief overview of preparing content for language translations and working effectively with your product safety team. Participants will be given opportunity to determine where to incorporate safety messages into the product manual based on outcomes of the Risk Assessment exercise in the previous Essentials 101 breakouts.

## Essentials 101 — Closing the Loop and Documentation

The Risk Assessment and Risk Mitigation activities, once completed and strategies implemented, require proper memorialization to document closure and provide reference for future product programs. This last session pulls together all of the previous exercises and provides opportunity for interaction among groups and an open question and comment discussion led by the session facilitators.

# Tuesday &

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## Surviving in an Ever-Changing World of Chemical Regulations

In the ever-changing world of chemical and material regulations, it is becoming increasingly important to be able to identify and quantify the specific materials and chemicals used in the production, and shipped as part of, your product. Some regulations restrict the use of specific materials while others provide restrictions to the source of certain materials. In aggregate, these regulations are driving a need by all manufacturers to be able to identify the content, quantity and source of the materials used in their processes.

*Presenter: Michael Wurzman, RSJ Consulting*

## EU Market...ACCESS DENIED! – AEM Support for REACH Requirements

The text of the European “Registration, Evaluation, Authorization and restriction of CHemical substances” (REACH) was first published on December 30, 2006 with the new chemical regulation entering into force on June 1, 2007. REACH requires the registration of over 30,000 chemical substances in use today over the course of an 11 year implementation period. Some of those more hazardous materials are rapidly approaching a sunset date where common usage, without governmental approval, will be outlawed. The ability to demonstrate the material content in your products entering the EU will be a prerequisite to importation. “No Data...No Market”

*Presenter: John Wagner, AEM*

# Wednesday Sessions *continued*

## Sustainability and the Global Footprint of Your Product

The development of strategies, policies, and procedures for improving the sustainability of manufacturing enterprises has been evolving rapidly in recent years. Very diverse approaches for improving sustainability performance have been implemented by companies that focus on various combinations of processes, products, supply chain, customer needs, etc. Companies are constrained for resources to address all their sustainability needs and interests. Consequently, they tend to focus their efforts on the resources that they value most, including various environmental (e.g. emissions and wastes), resource productivity (e.g. energy and materials), and human dimensions (e.g. safety and communities). This session will utilize a system-based approach to help participants consider sustainability principles and approaches that reflect the entire life cycle of products and processes to optimize their environmental, economic and community performance.

*Presenter: Tim Lindsey, Caterpillar*

## EMI/EMC Testing Current Requirements

Machines used in all facets of industry are becoming more complex and reliant on sophisticated electronics for control of operation, efficiency and reliability. The systems used on a machine are many times developed by different suppliers and interconnected with a communications bus. These systems must operate in harmony and within a crowded electromagnetic environment. In order to assure safe and reliable operation of these machines, electromagnetic compatibility (EMC) testing is necessary at the module (ESA) and/or

machine level. It's also necessary to perform EMC testing in order to show compliance with any requirements of the countries in which the machine is being marketed. All of this necessitates the machine manufacturers to understand the effects of EMC on their design, the EMC requirements of the market, and how EMC tests are performed.

*Presenter: Craig Fanning, Elite*

## Designing for Fire Prevention

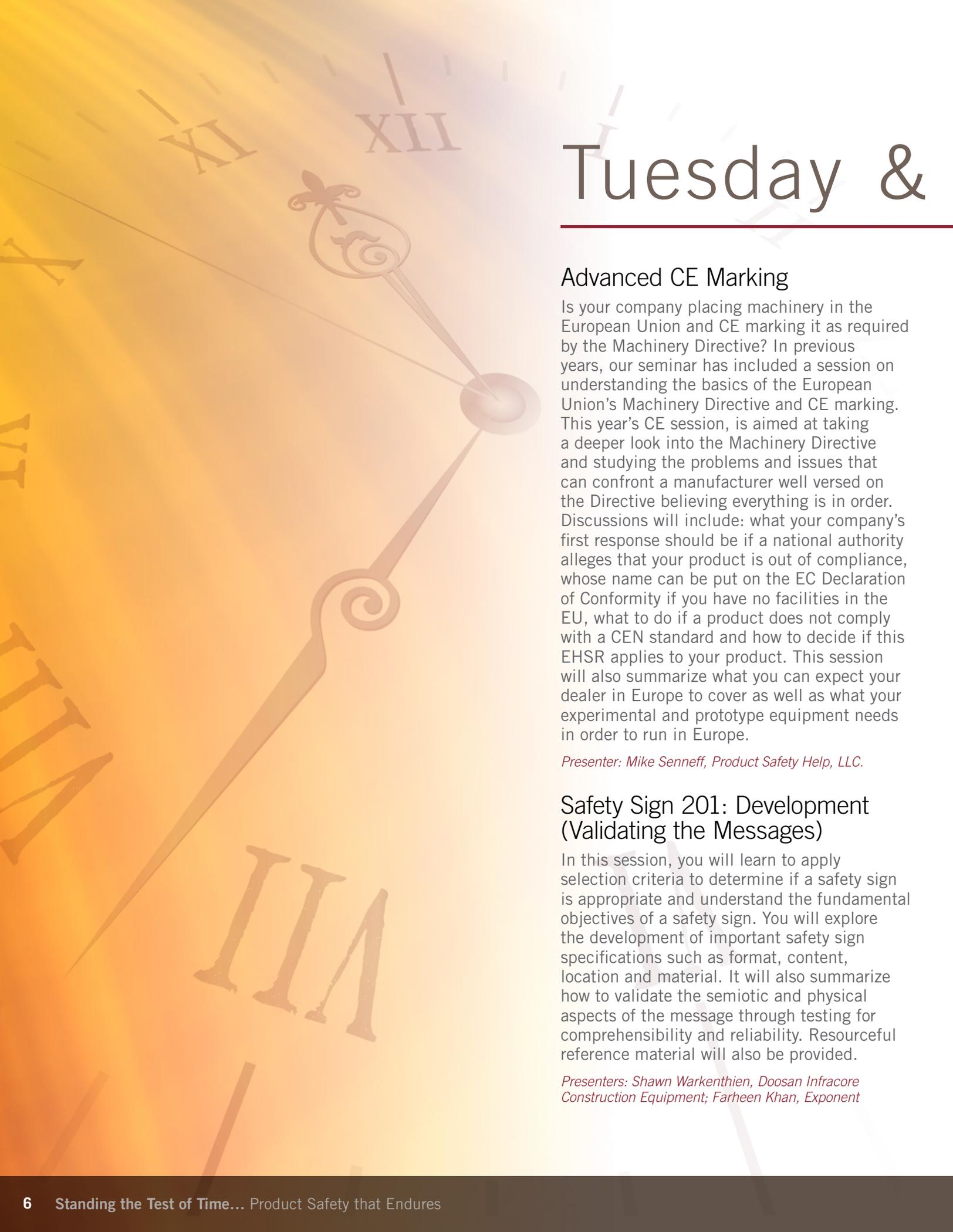
Understanding the basic modes of ignition is a necessary step in appropriately designing for fire prevention, and thus, potential design solutions for preventing common causes of fires in heavy equipment will be discussed during this session. It will also focus on strategies for reducing the likelihood of hot surface ignition, electrical faulting, and wheel and bearing failures, as well as potential steps for mitigating the total damage once a fire has ignited.

*Presenter: Suzanne Smyth, Exponent*

## Manuals 201; Style Guides & Best Practices for Product Manuals; Transition of Manuals from Paper to Other Media

Do you have a style guide for your product manuals? Participants in this session will gain insight into the development of a style guide with a best practices example. Are paper manuals going away and becoming replaced by other media? Learn how one company is making up-to-date manuals available in mobile media. Additional topics include software tools to link information, developing manuals for specific products and planning for translations.

*Presenters: Bruce James, Ag Growth International; Lee Griffin, Joy Global; Tim Bohn, Kolberg-Pioneer; Corey Finnigan, Parenty Reitmeier*



# Tuesday &

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## Advanced CE Marking

Is your company placing machinery in the European Union and CE marking it as required by the Machinery Directive? In previous years, our seminar has included a session on understanding the basics of the European Union's Machinery Directive and CE marking. This year's CE session, is aimed at taking a deeper look into the Machinery Directive and studying the problems and issues that can confront a manufacturer well versed on the Directive believing everything is in order. Discussions will include: what your company's first response should be if a national authority alleges that your product is out of compliance, whose name can be put on the EC Declaration of Conformity if you have no facilities in the EU, what to do if a product does not comply with a CEN standard and how to decide if this EHSR applies to your product. This session will also summarize what you can expect your dealer in Europe to cover as well as what your experimental and prototype equipment needs in order to run in Europe.

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

## Safety Sign 201: Development (Validating the Messages)

In this session, you will learn to apply selection criteria to determine if a safety sign is appropriate and understand the fundamental objectives of a safety sign. You will explore the development of important safety sign specifications such as format, content, location and material. It will also summarize how to validate the semiotic and physical aspects of the message through testing for comprehensibility and reliability. Resourceful reference material will also be provided.

*Presenters: Shawn Warkenthien, Doosan Infracore Construction Equipment; Farheen Khan, Exponent*

# Wednesday Sessions *continued*

## Partially Completed Machines Module Presentation & Panel Discussion

Are you one of the many manufacturer's that finds the EU Machinery Directive's definitions of 'partly completed machinery', 'machinery', 'interchangeable equipment', 'assemblies of machinery' and 'tools' confusing and difficult to understand and apply? Do you wonder if your company has properly classified your product when you place it on the market in the EU? Do you wonder if the way you are treating your product is consistent with what other manufacturers have decided for their products? If so, consider attending this panel discussion during which four leaders from the agriculture equipment, engine and work tool manufacturing sectors will share their experiences and approaches in sorting out and applying these definitions.

*Moderator: Mike Senneff, Product Safety Help*

*Panelists: Vern Hoppes, Deere & Company; Paul Burton, Paladin Construction Group; Bill Waldkoetter, Cummins*

## Incident Investigation - Using Technology for Investigating and Analyzing Incidents

When an incident involving your equipment occurs, it is important to respond quickly and appropriately. There are many tools and techniques for investigating incidents, from cameras and sketches to using technologies such as GPS and three dimensional scanners. This session will provide examples of how modern technologies can be used during incident investigations and analysis.

*Presenter: Ric Robinette, Fay Engineering*

## Emerging Issues

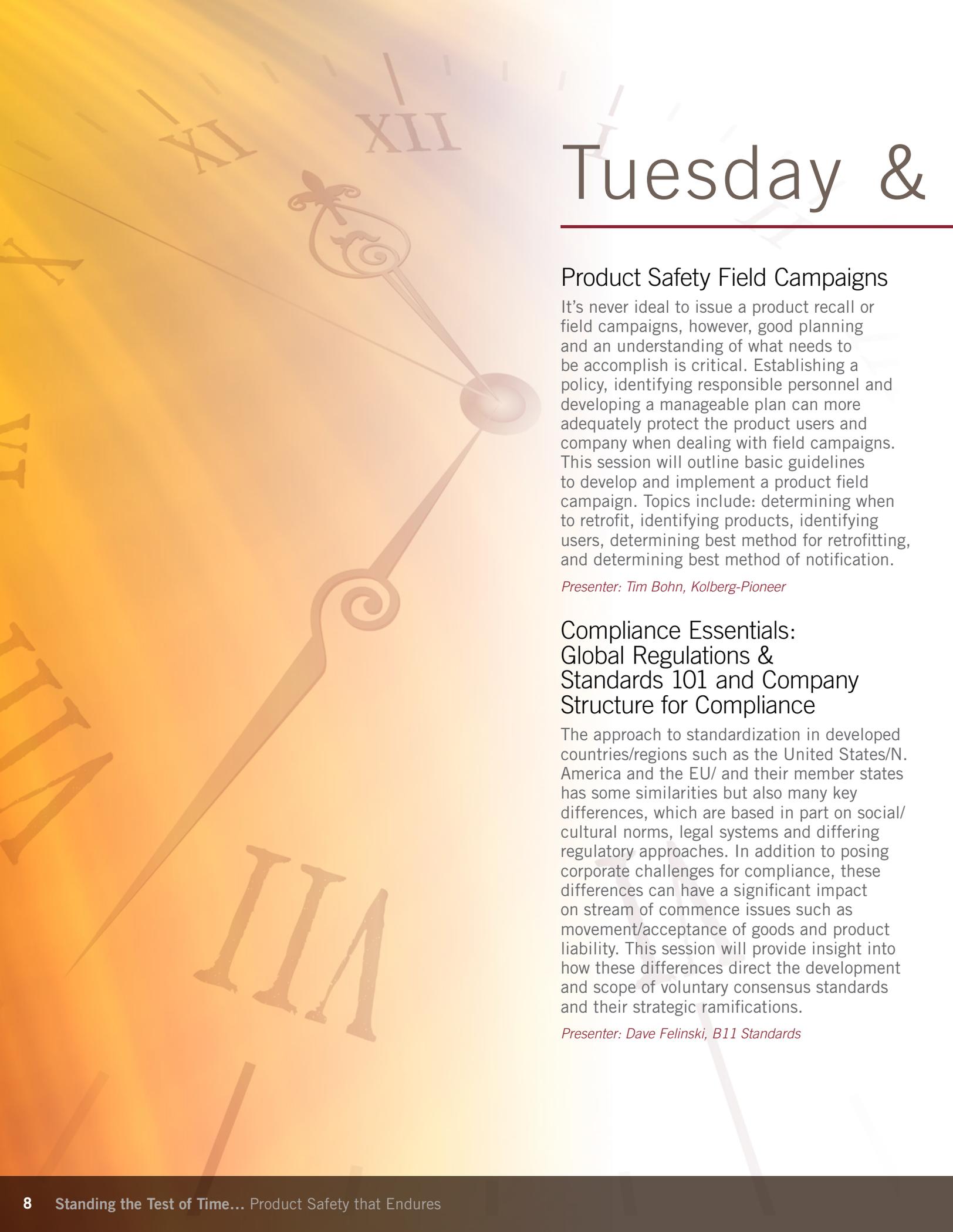
### CE Sector

- Creation and adoption of ISO standards
- Promotion of using the technical requirements in ISO standards for regulations
- Choosing the right technology levels for developing countries for regulations
- Process for allowing manufacturers to do their own testing for third party certification
- Allowing single global certification
- Support for customer goals of zero injury/harm for machine operators and people working around machines

### Ag Sector

- Lighting and marking—AIMSA and future EU effort for on-road standardization
- Tractor Mother Regulation (TMR) and effect on visibility and braking standards
- TMR and OECD on Folding ROPS Proposals
- Changes coming in ISO 25119/EN 16590
- Safety of Highly Automated Ag Machines
- Safety of High Voltage Systems

*Dan Roley CAT, Dave Murray, AGCO*



# Tuesday &

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## Product Safety Field Campaigns

It's never ideal to issue a product recall or field campaigns, however, good planning and an understanding of what needs to be accomplished is critical. Establishing a policy, identifying responsible personnel and developing a manageable plan can more adequately protect the product users and company when dealing with field campaigns. This session will outline basic guidelines to develop and implement a product field campaign. Topics include: determining when to retrofit, identifying products, identifying users, determining best method for retrofitting, and determining best method of notification.

*Presenter: Tim Bohn, Kolberg-Pioneer*

## Compliance Essentials: Global Regulations & Standards 101 and Company Structure for Compliance

The approach to standardization in developed countries/regions such as the United States/N. America and the EU/ and their member states has some similarities but also many key differences, which are based in part on social/cultural norms, legal systems and differing regulatory approaches. In addition to posing corporate challenges for compliance, these differences can have a significant impact on stream of commerce issues such as movement/acceptance of goods and product liability. This session will provide insight into how these differences direct the development and scope of voluntary consensus standards and their strategic ramifications.

*Presenter: Dave Felinski, B11 Standards*

# Wednesday Sessions *continued*

## Impact of Cost Reductions and Equipment Modifications on Product Safety

OEM and component manufacturers are continuously seeking cost improvement and manufacturing efficiency to remain competitive and sustainable. Cost reduction programs have as much influence on product safety as a highly visible new product program, but are typically a much lower profile activity. In order to sustain the highest practical level of product safety, the corporate culture must place the same value on the hazard assessment process as a high profile program. This session will use examples to teach important lessons to control adverse outcomes from incomplete cost reduction initiatives and unauthorized field modifications.

*Presenters: Steve Burdette, LDJ Consulting; George Hansen, Weasler Engineering*

## Using Technology to Communicate or Improve Safety

As users become smarter and savvier consumers of technology, we're in a race to keep our message of safety relevant and top-of-mind. The information technology industry is becoming more agile and putting systems and practices in place which are increasingly customer focused. This discussion will present ideas and concepts borrowed from adaptations that are happening in the technology industry in order to most effectively reach and influence your audiences.

It's no secret that smart phones and tablets have become commonplace on job sites in every industry. While their presence can complicate job site safety, they also provide an unprecedented opportunity for manufacturers to put safety manuals, operator's manuals and other educational materials into the hands of operators and supervisors when they need it most.

This discussion will take a closer look at why e-books are rapidly gaining in popularity as an educational tool, and how manufacturers can use this evolving medium to more effectively engage operators and improve job site safety.

*Presenters: Andy Hunt, Godfrey; Jonathan Rydz, AEM*

## Building a Robust Product Safety Culture Scalable for Various Size Companies

You have been to the seminar, you're motivated, now what? This session will provide a "how-to" approach and discuss ways for building a formal product safety program at both a larger and smaller company. Attendees will learn about approaches used to build the case for support of a formal product safety program, the value of a product safety program, and how to gain support for the program from all levels of your organization.

*Presenters: Bruce James, AgGrowth; Gregg Austin, Terex*

# Registration

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## **Product Safety & Compliance Seminar**

The Cornerstone of Product Safety Preconference program will be held on Monday April 28 from 1-5:00 p.m. Safety Seminar sessions will run Tuesday and Wednesday, April 29-30, from 8 a.m. to 4:30 p.m. On-site registration will take place Monday, noon to 5:00 p.m. and Tuesday morning beginning at 7 a.m. The Safety Seminar registration fee includes instruction, take home materials, the welcome reception, two continental breakfasts, two lunches, refreshment breaks and networking opportunities.

\$550 AEM members registering by March 14

\$550 AEM members registering 3 or more people after March 14

\$595 AEM members (1-2 people) registering after March 14

\$675 Non-members (1-2 people) registering by March 14

\$700 Non-members (3 or more people) registering after March 14

\$750 Non-members (1-2 people) registering after March 14

\$130 Spouse/guest

## **Product Liability Seminar**

The Product Liability Seminar (further described on the following page) will be Thursday from 8 a.m. to 3:30 p.m. with registration beginning at 7 a.m. outside of the general session ballroom. The registration fee includes instruction, take-home materials, breakfast, lunch and refreshment breaks.

\$200 AEM members

\$425 Non-members

# & Information

If you have questions regarding curriculum, please contact Helen Horner at 414-298-4179 or [hhorner@aem.org](mailto:hhorner@aem.org). If you have questions regarding your registration or have special requirements in order to fully participate in the seminar (related to mobility, sight or hearing limitations; allergies; dietary concerns, etc.) please contact Lynda Schmitz at [lschmitz@aem.org](mailto:lschmitz@aem.org) or 414-298-4166.

## Cancellation Policy:

Refunds will be granted through April 18 with written request. A \$75 processing fee will apply. Within 10 days prior to the seminar, there will be no refunds of registration fees; only substitutions will be accepted.

Register online at [shop.aem.org/c-93-2014-product-safety-complianceliability-semiars.aspx](http://shop.aem.org/c-93-2014-product-safety-complianceliability-semiars.aspx)

## Location

The 2014 Product Safety & Compliance and Liability Seminars will be held at the Hyatt Regency Schaumburg, 1800 E. Golf Road, Schaumburg, IL 60173. Call 1-888-421-1442 and mention AEM to receive the \$149 group room rate or reserve online by [clicking here](#). This fee does expire. Reserve by April 4 or your rate may be higher.

## Getting There

If you are arriving through O'Hare International or Chicago Midway airports, the best way to get to the hotel is via Windy City Limousines. [You can arrange transportation with them here](#). If you plan to take a taxi-cab, please be sure to look for a suburban cab. A regular cab will cost you in excess of \$100.

## Parking

Self-parking is complimentary and valet parking is \$10 overnight.

## Who Should Attend?

AEM's Product Safety & Compliance Seminar is open to employees of AEM equipment manufacturers and their designated outside service professionals. The seminar targets company management, product safety and quality managers, design engineers, technical writers, research and development personnel as well as training, service and communication professionals involved in product support. Geared toward "beginning" as well as "seasoned" professionals, the seminar is especially beneficial to small and medium-sized manufacturers with more limited internal resources.

## Networking Night— Caution at the Casino

Join us Tuesday, April 29 in the Pavilion at the Hyatt Regency Schaumburg for some low stakes gaming! Upon entering the event, each guest receives a chip valued at \$1,000 to use for Casino Gaming. At the end of the gaming period, dealers will cash out each player's chips and issue one raffle ticket for every \$1,000 they have in chips for a chance to win a mystery prize.

Not a gambler? No problem! Ping-Pong, pool, foosball and air hockey will be available or just join us for drinks, exciting food stations and to watch your fellow attendees in action.





**Kevin G. Owens**  
Johnson & Bell, Ltd.  
Chicago, IL



**William (Skip) Martin, Jr.**  
Haight Brown Bonesteel  
Los Angeles, California



**R. Bryan Martin**  
Haight Brown Bonesteel  
Los Angeles, California



**Charles Stewart**  
Bradley Arant Boulton  
Cummings LLP  
Montgomery, Alabama

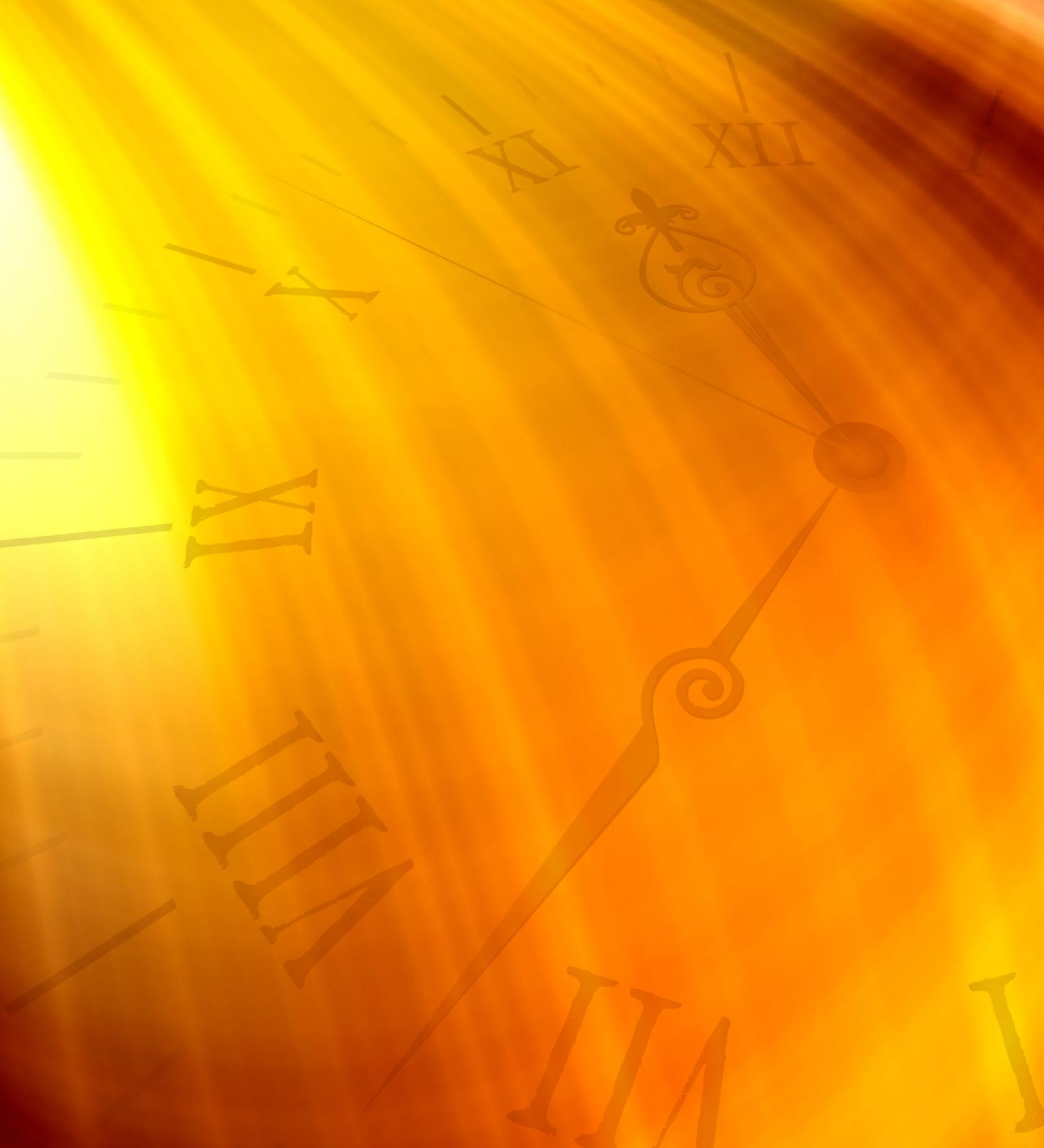
# Product Liability Seminar – Mock Trial

Thursday, May 1, 2014

This year's Product Liability Seminar will be presented as a mock trial, facilitated by a team of experienced trial lawyers. The program is based on 10-year old, technical industrial equipment involving a fatality and resulting in litigation against the manufacturer. It will

educate participants on key takeaways from the subsequent product liability jury trial that addressed end-user modification and errors, without consulting the manufacturer. The session will help put your product safety and liability practices into a real-world context.

These seminar presentations are provided for informational purposes only. It is not intended as legal advice nor does it create an attorney/client relationship between AEM Product Liability Seminar attendees and any readers or recipients of what might be presented here. Attendees should consult counsel of their own choosing to discuss how the seminar content may relate to their individual circumstances.



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