2022 Schedule-at-a-Glance
Product Safety & Compliance Seminar

Monday, April 25, 2022

12:00 pm to 4:00 pm

Concurrent Sessions:

Track 1 – Chemical Management
A presentation by four senior technical managers from AEM member firms focusing on the issues facing companies today in non-emissions compliance, the issues that are on the horizon that will be impacting our industry soon, and an in-depth look at how two of our industry leaders are addressing compliance issues daily. Presentation will be followed by a panel discussion where attendees will be able to ask our presenters questions.

Part 1: Regulatory Environment Today
Part 2: Future of Regulation
Part 3: Lessons Learned on the Frontlines of Data Collection at Cummins
Part 4: Chemical Data Collection at CNH and Lessons Learned in the Process
Part 5: Realities of Data Collection

Track 2 – Intentionally open time for attendees to attend Tracks 1 or 3

Track 3 – Technical Publications Workshop

Part 1: Schematics – An Introduction of Schematics and ITAR/EAR Export Compliance Basics
Drawings used in part manuals have evolved and contain much more sophisticated information than ever. Components used in equipment is also more sophisticated than ever before. With this comes the need to be aware of compliance issues related to ITAR and EAR.

Part 2: Industry Insights: The Top 3 Overlooked Translation RFQ Questions that Affect Your Bottom Line
Do you know the right questions to ask when requesting a translation quote? This power packed session will provide insight to the top three questions that 65% of manufacturers miss. Knowledge is not just power – it affects your ability to maximize your translation budget. Attendees will receive a checklist of easily implementable ideas to ensure the best outcomes and share with your team.

Part 3: The Future of Technical Publications and the Role in Improving the Customer Experience
Kristina Harrington from GenAlpha Technologies will share new research and insights around customer’s changing expectations. The presentation will explore tangible ways we can leverage technical publications documentation to improve the customer journey.

All times on the schedule are in Central Time.
Tuesday, April 26, 2022

**Welcome Reception**

7:45 am to 8:50 am

**Opening Remarks:** Rod Schneider, Director of Training, GOMACO, AEM Product Safety & Compliance Seminar Planning Committee Chair

**AEM Welcome**

**Opening Keynote:** The Robotic Mower Project, Allie Kelly, Executive Director, The Ray

The Ray’s Executive Director Allie Kelly presents the organization’s experience in analyzing the performance, safety attributes, and reliability of robotic mowers on the grassed areas of an interstate rest area. The project is part of their movement to build net-zero highways – Zero Deaths. Zero Waste. Zero Carbon. Zero Impact.

**Concurrent Sessions:**

Track 1 – **Incident Investigations** – *Session description to come.*

Track 2 – **Electrical Injuries** – *Session description to come.*

Track 3 – **Usability, Safety, and Documentation 4.0**

In many manufacturing companies, various forms of documentation are created and maintained by different departments, often using different authoring and drawing tools. When a process or safety standard changes, companies must make that change in multiple documents in multiple locations—which often creates errors and discrepancies across enterprise content.

In this session, we’ll show how manufacturers can avoid these safety and compliance risks by hosting all product content in a single content repository. This enables manufacturers to edit content in one place, then deliver that content when the reader needs it, where the reader needs it, localized in the reader’s language, and formatted for the device on which they are reading it.

Additionally, this session demonstrates how integrating a document repository with your CRM, PLM, and other Manufacturing 4.0 systems can not only reduce product safety and compliance risks but can also change your documentation teams from cost centers to revenue-generating profit centers.

9:00 am to 10:00 am

**Concurrent Sessions:** – *Session descriptions to come.*

Track 1 – **Fundamentals of Risk Assessment**

Track 2 – **How to Write a Good Safety Goal**

Track 3 – **Visual Content in Manuals on a Budget**

10:15 am to 11:15 am

**Concurrent Sessions:**

Track 1 – **Practical and Legal Aspects of Recall, Field Campaigns, and Service Bulletins** – *Session description to come.*

Track 2 – **Global Regulatory Emissions Outlook**
This session covers key updates on recent and upcoming regulations for off-highway engine emissions, around the world. It highlights some of the emerging specifics from regulators preparing to propose the next round of major emissions regulations, namely CARB Tier 5 and China CS V.

Track 3 – Using Contract Writers: How to get them up to speed
Session description to come.

Concurrent Sessions:
Track 1 – An Introduction to Product Chemical Compliance Laws
A basic overview of the most relevant global laws that apply to the chemical content of products manufactured by AEM members along with information on proposed changes and recent enforcement activity. This session also provides suggested next steps to take to demonstrate due diligence in this growing compliance area.

Track 2 – Problems with CE Marking and Industry Best Practices – Session description to come.

Track 3 – Part 1: Simplified Technical English (STE): Beyond the Basics Workshop - Session description to come.

Concurrent Sessions:
Track 1 – EU Machinery & Outdoor Noise Directives
Session description to come.

Track 2 – Lithium-ion – Design considerations: Safety & regulations, Fire mitigation hazards, Assembly & service
A practical review of the many different options available in the lithium-ion battery space and the factors a company needs to understand before selecting a supplier.

Track 3 – Part 2: Simplified Technical English (STE): Beyond the Basics Workshop – Session description to come.

SPECIAL SESSION: Women Impacting Product Safety
Presents: Challenges, Reconnecting & Growth
Session description to come.

Casino Night Networking Event

Wednesday, April 27, 2022

Concurrent Sessions:
Track 1 – Cybersecurity Strategies
It’s no surprise that cyber incidents have become a significant concern for large enterprise companies, small to mid-size businesses (SMBs), and consumers alike. Unfortunately, no one is immune from a potential attack, which means all individuals and those inside an organization are at risk to the ever-changing tactics. In this discussion, attendees will learn about critical trends in cybersecurity, what the top risks are for companies and how they can mitigate these risks moving forward.

Track 2 – Session title and description to come.
Track 3 – Cultural and Generational Differences

This session provides participants with some ideas on what you can do to create an effective safety training program that will lead to a safer workplace. Presenter Dr. Vandervert shares lessons learned in her research working with the high-risk industries of mining and oil and gas extraction and explains why stories have so much power to get through to people. Additionally, she offers suggestions on what you can do to find and use stories in ways that will change how workers view safety training.

Concurrent Sessions:
Track 1 – Advanced Fire Investigation

This presentation shares real-world examples of fire causes found during inspections of commercial, agricultural/farming, and mining vehicles and equipment, among others. Case studies are from losses investigated over the few last years, presented for their inherent value in helping equipment designers, manufacturers, and other investigators understand what to expect and what to look for. They comprise a wide variety of causes, from mechanical and electrical to spontaneous heating. Techniques for further laboratory inspections will be discussed.

Track 2 – Product Liability, Workers Safety, and their Impact on Insurance – Session description to come.

Track 3 – Translation Topics – Session description to come.

Concurrent Sessions:
Track 1 – Advanced Battery Thermal Events: Awareness and Next Steps for First Responders

Electric vehicle adoption is growing rapidly on our public streets all around the globe. With this influx of next generation powertrains, we are seeing different failure methodologies that are a contrast to what we have known from an internal combustion engine perspective. Therefore, it is imperative that in parallel with deployment, we must also raise awareness, build capability, and train our existing and next generation First Responder workforce. They must have the know-how and fast acting competence to mitigate and deploy reliable and predictable response measures.

Track 2 – Navigating Equipment Safety and Compliance on Social Media – Session description to come.

Track 3 – Interactive Manuals: Rethinking the Written Manual Session description to come.

Concurrent Sessions:
Track 1 – Reasonable Risk: Legal and Technical Perspectives

What is “Reasonable Risk”? Safety practitioners and attorneys frequently speak of “reasonable risk,” as elimination of all potential risk is often not attainable. This session explores the concept of “reasonable risk” from legal and technical perspectives, offering valuable concepts, insights and practical tips for considering the appropriate level of potential risk inherent in your products.

Track 2 – Introduction to Standards - Session description to come.

Track 3 – Using Visuals for Just-In-Time Training
Many companies are turning to just-in-time training to help with the workforce challenges they are facing today. Just-in-time training allows companies to maximize the ROI on each employee by decreasing onboarding time and increasing productivity. This session explores examples of how manufacturing companies use bite-sized visual content like photos and videos to maximize their just-in-time training on the work floor. Session Highlights:

- ROI on Just-In-Time Training
- Examples of Successful Visual Based Just-In-Time Training Programs
- Navigating Literacy and Language Barriers
- Leveraging Simple Technology for building Just-In-Time Training Programs

**Concurrent Sessions:**

**Track 1 – Story Telling in the Workplace**

*Session description to come.*

**Track 2 – Global Challenges for Regulatory Compliance**

Placing product on global markets is a growing challenge because of the increasing complexity of compliance requirements. The requirements for achieving access to global markets are highly variable and may include steps such as third-party certification, factory inspection, and in-country validation. This presentation describes high-level trends and changes in the regulatory landscape for countries and regions including India, China, Europe, Middle East, Africa, and Latin America.

**Track 3 – Interactive On-Board Display**

*Session description to come.*

**Closing Keynote: Rapid Experimentation and Product Development**

Presenter: Jeremy Utley, Director of Executive Education at Stanford d.school

Two-time Nobel Prize winner Linus Pauling once said, "To have a good idea, you need to have lots of ideas." We all acknowledge the need for fresh ideas to fuel creativity and innovation. So, what stands in the way? For the last 12 years, while leading leadership and entrepreneurship programs for both graduate students and executives alike, Jeremy Utley has been obsessed with the question, "How do breakthroughs happen?" In this illuminating session, the Stanford d.school Director will share practical ways to overcome the barriers that prevent us from realizing – and acting upon – our next epiphany. Join us to get a preview of findings from his forthcoming book, *Ideaflow: The Only Business Metric That Matters.* Drawing on practical insights leading the LaunchPad accelerator and hosting the d.school's popular "Masters of Creativity" series, as well as longitudinal studies of world-class innovators, Utley demonstrates how we can all break through.

**Closing Remarks:** Rod Schneider, Director of Training, GOMACO, AEM Product Safety & Compliance Seminar Planning Committee Chair

**Product Liability Seminar**

*Thursday, April 28, 2022*
Mock Trial

**Argument - Presentation - Evidence - Reason**

The 2022 Product Liability Seminar will take the form of a Mock Trial, complete with evidence presentations and arguments from adversarial parties and a verdict rendered by seminar attendees.

The mock "case" presents litigation components involving issues and assertions like those that equipment manufacturers can face.

The Mock Trial will address the following real-world issues in the context of the fact scenario:

- Interaction with dealerships/distributors
- Third-party, after-market parts being placed on an OEM machine
- User fault
- State of the art design
- Duty to warn
- Post-manufacture alteration/failure to maintain
- Compliance with industry standards
- Documentation of evidence

The Mock Trial will be presented by a team assembled by the firm of Ricci Tyrrell Johnson & Grey, headquartered in Philadelphia, PA.

The same firm presented a very successful Mock Trial during the 2017 Product Liability Seminar.

*This seminar presentation is provided for informational purposes only. It is not intended as legal advice, nor does it create an attorney/client relationship between AEM seminar attendees or readers or recipients of seminar materials on the one hand and AEM or the presenting attorneys on the other. Attendees, readers and/or recipients of seminar materials should consult counsel of their own choosing to discuss how seminar content may relate to their individual circumstances.*

4:00 pm to 4:05 pm  **Seminar Close**