

WINNING PLAYBOOK

PRODUCT SAFETY & STEWARDSHIP CONFERENCE

+ PRODUCT LIABILITY SEMINAR

April 27-30, 2026

AEM

Kansas City, MO

MONDAY, APRIL 27

TIME	EVENT	LOCATION
12:00 pm - 6:00 pm	Registration & Badge Pickup	Sheraton Ballroom Foyer
1:00 pm - 3:00 pm	Technical Communications Committee Meeting <i>Closed meeting</i>	Chicago Ballroom A
1:00 pm - 4:00 pm	Sustainability Council Meeting <i>Closed meeting</i>	Chicago Ballroom B
4:30 pm - 5:30 pm	Product Safety & Stewardship Conference Planning Committee Meeting <i>Closed meeting</i>	Chicago Ballroom A
6:00 pm - 7:30 pm	Welcome Reception	The Terrace

TUESDAY, APRIL 28

TIME	EVENT	LOCATION		
7:00 am - 4:00 pm	Registration & Badge Pickup	Sheraton Ballroom Foyer		
7:00 am - 8:00 am	First Time Attendee Breakfast			
7:00 am - 8:00 am	Breakfast	Empire Ballroom		
8:00 am - 8:15 am	Opening Remarks Kurt Coffey, CNH Industrial America & Dana Redman, Kuhn North America	Atlanta & New York Ballroom		
8:15 am - 9:15 am	Game Plan for Autonomy & Reliability Mel Torrie, ASI	Atlanta & New York Ballroom		
9:15 am - 9:30 am	Break			
	Track 1: Principles	Track 2: Advanced		
9:30 am - 10:15 am	Risk Assessment - Fundamentals (part 1) Mike Sennef, Product Safety Help LLC Chicago A	Battery Design and Integration; Electrification, Standards & Regulations, Post-sale Support Athan Tsokolas, Briggs & Stratton Atlanta & New York	Technical Editing for AI Content Leah Westbrook, Ken Cook Co. Chicago B	Functional Safety Through Transparent, Explainable, and Cyber Secure AI/ML per ISO/IEC TR 5469:2024 Bodo Seifert, TUV Rhineland Chicago C
10:15 am - 10:30 am	Break			
10:30 am - 11:15 am	Risk Assessment – Practical Applications (part 2) Mike Sennef, Product Safety Help LLC Chicago A	Requirements for Autonomous Mobile Machinery in the EU Market Gary Ge, Caterpillar Inc. Atlanta & New York	Passing the Torch: Managing Knowledge Transfer in Technical Communications During a Generational Shift Josh Nicklaus, Vermeer & Rod Schneider, GOMACO & Seth Lamar, LinkBelt & Ashley York, Manitou Group Chicago B	What Can AEM Do For You? Chicago C

TUESDAY, APRIL 28 (CONT.)

TIME	EVENT	LOCATION		
11:15 am - 11:30 am	Break			
	Track 1: Principles	Track 2: Advanced	Track 3: Technical Communications	Track 4: Product Management
11:30 am - 12:15 pm	When AI Touches Motion – Physical AI, Safety Chains, and EU Liability Exposure for Autonomous Equipment Dr. Benedikt Rohrßen, Taylor Wessing Chicago A	Introduction to AI and Machine Learning Aaron Murray, Ken Cook Co. Atlanta & New York	Tech Comms 101 Wendy Canal, Epiroc & Kerry Malinowsky, Epiroc Chicago B	
12:15 pm - 1:15 pm	Lunch			Empire Ballroom
1:15 pm - 2:00 pm	Two Countries, Four Regulators: A Cross-Border Overview of Defect and Recall Reporting in the U.S. and Canada Chris Grigorian, Foley & Lardner LLP & Erik Swanholz, Foley & Lardner LLP & Timothy Cullen, McMillan LLP & Adelaide Egan, McMillan LLP Chicago A	Hardening the Digital Backbone: Cybersecurity Strategies for Heavy Machinery Systems Jason Cole, PlaxidityX Atlanta & New York	Review Your Work Peer Workshop Wendy Canal, Epiroc & Kerry Malinowsky, Epiroc Chicago B	The Intersection of Product Safety and Sustainability Chuck LePard, DXC Technology Chicago C
2:00 pm - 2:15 pm	Break			
2:15 pm - 3:00 pm	Cybersecurity Standards and Regulations for Equipment Manufacturers and Operators John McDonald, TUV Rhineland Chicago A	From Manuals to Videos: Bringing Training to Life Bill Elverman, Komatsu Atlanta & New York	Transforming Technical Training with 3D Instructions: Preparing the Future Workforce Ashley Crowder, VNTANA Chicago B	Building Workflows for Product Management Panel Kris Harrington, GenAlpha & Mark Vaughns, JLG Industries & Peter Decious, Vermeer & Aaron Murray, Ken Cook Co. Chicago C
3:00 pm - 3:15 pm	Break			
3:15 pm - 4:00 pm	Intro to Hydrogen Al Cioffi, 4GM Groups Chicago A	Splintering Regulatory Environment - How to Keep Up and Stay Sane Cally Edgren, Assent Inc Atlanta & New York	Beyond the Manual: Rethinking Technical Content for the Modern Equipment User Kris Harrington, GenAlpha Technologies Chicago B	Using AI in Translation Workflows, A Practical Perspective Mauro Bertuol, Terralingua Translations Chicago C
4:00 pm - 4:15 pm	Break			
4:15 pm - 4:45 pm	Autonomy/Physical AI David Knight	Atlanta & New York Ballroom		
5:00 pm - 5:45 pm	WIPS Happy Hour			
5:45 pm - 6:30 pm	Evening Social Event			

WEDNESDAY, APRIL 29

TIME	EVENT	LOCATION		
Track 1: Principles Track 2: Advanced Track 3: Technical Communications Track 4: Product Management				
7:00 am - 4:00 pm	Registration & Badge Pickup	Sheraton Ballroom Foyer		
7:00 am - 8:00 am	Breakfast	Empire Ballroom		
8:00 am - 8:45 am	Mental Health & Product Safety American Foundation for Suicide	Atlanta & New York Ballroom		
8:45 am - 9:00 am	Break			
9:00 am - 9:45 am	Introduction to Accident and Fire Investigations Mike Jordan, Doosan Bobcat & Everette Boehm, Doosan Bobcat Chicago A	Managing Chemical Compliance costs using Full Material Declaration [FMD] and the Heavy Equipment Declarable John Merx, Manitowoc Cranes & Chuck LePard, DXC Technology Atlanta & New York	Product Safety Signs – Message Harmony Tips to Transition from Text to Pictorial Shawn Warkenthien, Doosan Bobcat Chicago B	Agentic AI Chicago C
9:45 am - 10:00 am	Break			
10:00 am - 10:45 am	Electrification - A Standards-based Approach Kevin Lueschow, Caterpillar Inc. Chicago A	Alternative Power - Hydrogen Al Cioffi, 4GM Groups Atlanta & New York	Creating a Vector Database Shawn Warkenthien, Doosan Bobcat North America Chicago B	Calling an Audible: Managing Dealer Expectations and Support Cory Schafer, Bandit Chippers Chicago C
10:45 am - 11:00 am	Break			
11:00 am - 11:45 am	Emissions Compliance in the Equipment World: Technology, Health, and What Everyone Should Know Justin Owens, Cummins Inc. Chicago A	Eco-Design, Digital Product Passports & Battery Regulation: What Heavy Equipment Industry Members Need to Know Monika Kotkowska, DXC Technology Atlanta & New York	Picture This - Practical Tips for Developing Symbols/Pictorials Dr. Farheen Khan, Rimkus Chicago B	Electrification and Fire Safety Dr. David Macholz, AVTECC Chicago C
11:45 am - 12:45 pm	Lunch	Empire Ballroom		
12:45 pm - 1:30 pm	Approach to Product Safety Panel Matt Meek, Cummins & Tom Hoffman, Kuhn & Mike Senneff, Product Safety Help & Mike Flora, Flory Industries	Atlanta & New York		
1:30 pm - 1:45 pm	Break			
1:45 pm - 2:30 pm	Incidents Happen! How Should You Respond? Brian Boggess, SEA Chicago A	Data Collection Strategies Aaron Mason, Manufacture 2030 Atlanta & New York	On-Product Warnings: Your Safety Communication Questions Answered Farheen Khan, Secretariat International Chicago B	Two Legal Tests for Product Design Defect. How to Win Products Liability Lawsuits Utilizing Both John Tyrrell, Ricci Tyrrell Johnson & Grey Chicago C
2:30 pm - 2:45 pm	Break			

WEDNESDAY, APRIL 29 (CONT.)

TIME	EVENT	LOCATION		
	Track 1: Principles	Track 2: Advanced	Track 3: Technical Communications	Track 4: Product Management
2:45 pm - 3:30 pm	Job Site Hazards Hugh Forsythe, Aerial Equipment Solutions & Jerry Peters, ELGI North America Chicago A	Extended Producer Responsibility (EPR) & Machine Recyclability Patrick Davison, EMR Group Atlanta & New York	From Chaos to Clarity – Transforming Unstructured to Structured Technical Writing – Trials and Tribulations Rod Schneider, GOMACO Corp. Chicago B	How Marketing And Product Description Materials Can Be Used By and Against Manufacturers in Products Liability Raymond Jamieson, Quarles Chicago C
3:30 pm - 3:45 pm	Break			
3:45 pm - 4:30 pm	Closing Keynote Dennis Dodd, CBS Sports Writer (retired)	Atlanta & New York Ballroom		
4:30 pm	Closing Remarks Dana Redman, Kuhn North America	Atlanta & New York Ballroom		