



Advanced Executive Education

The ASQ 2011 Annual Product Safety & Liability Prevention Conference

November 16, 2011 • Brookfield, WI

Presentations for Manufacturers by Leading Experts and Attorneys

To Register:

[CLICK HERE](#) or Call 800-248-1946

Fax 414-272-1247

Provide Event Code PSLP11



**Product Safety & Liability
Prevention Interest Group**
The Global Voice of Quality™

The Conference

Product safety, product recalls, and product liability lawsuits continue to be major issues across the United States. This special ASQ conference will feature some of the most experienced and successful product safety experts and trial attorneys who will cover a wide range of topics and the latest in techniques in order to minimize your company's exposure. This conference is especially designed for quality professionals as well as executive management, in-house legal departments, engineering, risk management, reliability, new product development, and finance executives.

Schedule

8:00 – 8:30 a.m. **Continental Breakfast / Opening Comments**

8:30 – 9:45 a.m. **Statistical Trends and Product Liability**

Focus Points [Randall Goodden]

- Recall and product liability statistics
- Major failures and their effect on manufacturers
- A review of all the primary manufacturing areas of concern

9:45 – 10:00 a.m. **Break**

10:00 – 11:00 a.m. **Product Recall Investigations** [Jason Hertzberg]

- How they happen
- What to do when they happen
- How to try not to let them happen

11:00 a.m. – Noon **Risk Management – Principles and Guidelines** [Bud Gookins]

- Overview of ISO 31000
- Risk assessment
- Selection of the risk treatment plan
- Development and executing of the risk treatment plan
- Monitoring of the risk treatment plan

Noon – 1:00 p.m. **Lunch** (provided)

1:00 – 2:00 p.m. **Manufacturing Management for the Courtroom and Juries – Not Just for Users and Consumers** [Ric Gass]

- Mistakes manufacturers make that cause juries to find fault
- Defense difficulties – Failure to test product, or ignoring test results
- How product design and manufacture are intertwined with jury psychology
- What manufacturers need to do differently to have a product that can be defended

2:00 – 3:00 p.m. **Post-Sale Quality Control Monitoring** [Josh Johannigmeier]

- Feedback from the field
- Communications from the company to the field
- Recalls and retrofits
- Post-sale quality control and recalls in litigation

3:00 – 3:15 p.m. **Afternoon Break**

3:15 – 4:00 p.m. **Open Panel Q&A – Adjourn**

General Information

Fee Covers: Course notebook, continental breakfast, breaks, refreshments, and lunch.

Accommodations: The Country Inn & Suites is located at 1250 S. Moorland Road in Brookfield, Wis., 53005, with free shuttle service to and from the Milwaukee Airport (20 minutes). Special \$89 rate for attendees. Call 262-782-1400 or 800-596-2375 to reserve your room and to arrange for shuttle pick-up.

List of Speakers



Randall Goodden is recognized as a leading expert on product safety and product liability prevention around the world by manufacturing corporations, insurance companies, international television news networks, government agencies, professional associations, and numerous publications. He has taught PS&LP to thousands of manufacturing executives worldwide that have attended his public seminars, as well as being brought in-house by some of the largest corporations throughout the world. He is the author of three best-selling books on the topic, the latest titled *Lawsuit! Reducing the Risk of Product Liability for Manufacturers*. He is the Chairman of ASQ's Product Safety & Liability Prevention Group.



Dr. Bud Gookins is an internationally known quality consultant and lecturer. He is president of Gookins Technologies Ltd, a quality systems and management training and consulting firm. Since 1962, he has developed and implemented quality systems for over 400 organizations, led Corporate Quality for Fortune 100 companies, and presently serves on the Board of Directors for several companies. Dr. Gookins serves as the Vice Chairman of ASQ's Product Safety & Liability Prevention Group.



Attorney **Ric Gass** is one of the five founding members of Gass Weber Mullins. He has tried cases in virtually every civil substantive area. His specialty areas include catastrophic injuries, trucking, products liability, and bad faith. His nationwide practice has cases pending from Florida to Hawaii. He has tried almost 300 cases to verdict, mostly defending corporations and insurers. Ric won the largest verdict in the history of the State of Wisconsin: \$104.4 million. He has been selected as a Wisconsin Super Lawyer every year since 2005.



Attorney **Josh Johannigmeier** is a shareholder in Godfrey & Kahn's Product Liability and Tort Practice Group. He defends manufacturers in product liability actions involving personal injury, wrongful death, and property damage. In addition to litigation, Josh works with manufacturers to assess and develop on-product warnings, as well as instruction and user manuals for products. He also counsels manufacturers, distributors, and retailers on regulatory compliance and recall issues, including incident and defect reporting to the Consumer Product Safety Commission (CPSC) and the National Highway Traffic Safety Administration (NHTSA).



Dr. Jason Hertzberg is a corporate vice president, principal engineer, and the director of Exponent's mechanical engineering practice. He has extensive experience solving complex technical problems in a variety of industries including consumer products, medical devices, industrial equipment and systems, and technology product development. He often works with companies addressing the technical aspects of product recalls, as well as interacting with the Consumer Product Safety Commission (CPSC). His consumer product work includes targeted testing and analysis of new products before they are introduced into the marketplace.



Product Safety & Liability Prevention Interest Group

The Global Voice of Quality™

PSLP Conference Registration Form

Space is limited. Register early to assure your place!

ASQ member #: _____

Name: _____

Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: (_____) _____ Fax: (_____) _____

Email: _____ Nickname (name tag) _____

Billing Information

Check Enclosed

Charge to My Credit Card (Visa, MasterCard, American Express)

Cardholder's Name: _____

Card No.: _____ Expiration Date: _____

Signature: _____

How To Register

Online: [Click here](#)

Fax: Completed form to 414-272-1247

Call: 800-248-1946 with questions

Email: To asq@asq.org

Mail: Completed form and check to:
ASQ Customer Care
600 N. Plankinton Ave.
Milwaukee, WI 53203-3005

Refund Policy

ASQ will give you a complete refund if you cancel before October 14, 2011. Cancellations between October 15, 2011 and November 3, 2011 will be charged a \$200 cancellation fee. No refunds after November 3, but substitutions are allowed.

Registration Fees

	Early Bird Rate Through October 14, 2011	Regular Pricing After October 14, 2011
Individual Registration	<input type="checkbox"/> \$400 Member	<input type="checkbox"/> \$495 Member
	<input type="checkbox"/> \$400 Nonmember	<input type="checkbox"/> \$495 Nonmember
Group Registration	<input type="checkbox"/> \$375 (3 or more individuals)	<input type="checkbox"/> \$375 (3 or more individuals)

Group Discount: A group registration must be from the same organization and submitted at the same time. Please enter the names of all the people in your group in the text box below. This is for matching purposes only. A separate registration form needs to be submitted for each person.