

Product Safety and Recall Seminar

Providing manufacturers of unregulated products and manufacturers regulated by the Consumer Product Safety Commission (CPSC) with current information regarding their duties and responsibilities after sale of their products.

Thursday, January 21, 2010

**Embassy Suites North Shore
1445 Lake Cook Road
Deerfield, Illinois 60015**

Schedule-at-a-Glance


Product Safety and Recall Seminar

The seminar will provide manufacturers of unregulated products and those regulated by the Consumer Product Safety Commission (CPSC) with current information regarding their duties and responsibilities after sale of their products. Attendees will learn about the best practices associated with protecting their companies and themselves from the legal and economic risks associated with product safety, product liability and recall matters.

- 8:30 – 9:00** **Registration**
- 9:00 – 10:00** **The Legal Perspective - Ken Ross - Of Counsel**
Bowman and Brooke LLP
Product Liability Law and Pre-Sale and Post-Sale Defects
Post-Sale Law and Practice for Regulated and Unregulated Products
- 10:00 – 10:15** **Break**
- 10:15 – 11:15** **Analysis and Risk – Jason Hertzberg Ph.D., P.E. – Director, Principal Engineer**
Exponent, Inc.
Engineering Approach to Recall Investigation
Risk Assessment
Decision to Recall
- 11:15 – 12:00** **Recall Execution – Howard Aughinbaugh - Senior Strategist**
Stericycle ExpertRECALL
When a Recall is Unavoidable – The Recall Lifecycle
Recall Best Practices (Dos and Don'ts)
- 12:00 – 12:45** **Lunch**
- 12:45 – 1:30** **Recall Execution Continued - Howard Aughinbaugh – Senior Strategist**
Why an Effective Recall Is Important
Case Study / Tabletop Exercise
- 1:30 – 2:30** **Recall Litigation – Kevin Owens – Senior Shareholder**
Johnson & Bell, Ltd.
Defending a case involving a recall
- 2:30 – 3:00** **Q&A**

General Information

Fee covers: All seminar literature, continental breakfast and lunch will be provided.
Location: Embassy Suites North Shore • 1445 Lake Cook Road • Deerfield, IL 60



Speaker Bios

Kenneth Ross

Kenneth Ross is one of the world's most experienced and well-known lawyers practicing in the areas of product safety, product liability prevention, and regulatory compliance. One area where Mr. Ross concentrates his practice is post-sale issues such as recalls and retrofits involving machinery, consumer products, medical devices, and food. He helps companies evaluate post-sale issues and decide how to respond such as reporting to an applicable government agency and undertaking a remedial program. He has worked with the U.S. Consumer Product Safety Commission since the late 1970's and more recently with the FDA and the NHTSA.

Jason Hertzberg

Dr. Jason L. Hertzberg is a Principal Engineer and the Director of both of Exponent's Chicago-Area offices. He has extensive experience solving complex technical problems in a variety of industries. In the area of consumer products, Dr. Hertzberg often performs targeted testing of new products, management of change during production, use of risk methodologies, substantiation of product performance claims, failure analysis of field-returned products, product recall investigations, evaluation of proposed correction action plans, and product liability. Dr. Hertzberg routinely addresses issues related to the mechanical behavior and degradation of materials. He also has a strong background in mobile computing with extensive experience with handheld device technologies, having served as the Director of Competitive Analysis for Palm, Inc.

Howard Aughinbaugh

Howard Aughinbaugh is the Senior Strategist for the consumer product recall division at ExpertRECALL™. Specifically, Mr. Aughinbaugh leads the planning, design, implementation and delivery of recall solutions, spanning an array of industries that are regulated by either the Consumer Product Safety Commission (CPSC) or the National Highway Traffic Safety Administration (NHTSA).

Prior to joining ExpertRECALL, Mr. Aughinbaugh served in a variety of business development and management consulting roles for both Digital Equipment Corporation and Compaq Computer. Mr. Aughinbaugh earned a Bachelor of Science in Accounting from the University of Evansville.



Kevin G. Owens

Kevin G. Owens is a senior shareholder and Co-Chair of the Product Liability Practice Group in the Chicago law firm of Johnson & Bell, Ltd., where his civil trial and litigation practice includes the defense of product liability, construction, and negligence actions and the litigation of commercial disputes. He has been a member of the Chicago, Illinois State and American Bar Associations, and served on the CBA's Judicial Evaluation Committee from 1987 to 1992. Mr. Owens has also been a member of the Illinois Association of Defense Trial Counsel, and has served as chair of that group's annual Fall Seminar. Mr. Owens possesses an AV-rating from Martindale-Hubbell, the highest available rating for professional abilities and ethics, and he has been recognized as among the top product liability defense attorneys in Illinois by Leading Lawyers Network and *Chicago* Magazine. Johnson & Bell, Ltd. is the exclusive Chicago member firm of ALFA International, a global legal network, and Mr. Owens is the incoming Chairman of the Product Liability Steering Committee of ALFA. He is a frequent lecturer and panelist at CLE programs, and has spoken on issues including product liability law and regulation in the U.S. and abroad. He received his B.A. from Marquette University in 1980 and his J.D. from the DePaul University College of Law in 1983.



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Space is limited. Register early to assure your place at the January 21st Conference!

Registration fee: Early Bird Special \$99 if you register before Dec 31st
 \$149 if you register after Jan 1st

Name: _____

Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: () _____ Fax: () _____

Email: _____ Nickname (name tag) _____

Billing Information

Company Name: _____

Card Holder Name: _____

Billing Address: _____

Type of Credit Card (circle one): MasterCard Visa DSC AMEX

Credit Card Account Number: _____

Expiration Date: _____

How to Register

Fax: Fax completed form to 866.875.0545

Call: 317.275.7588 with questions.

Email: Email to ksutton@stericycle.com

Substitution Policy

Please send any substitution information to the fax, phone or e-mail listed above.
No cancellations accepted.