

ADVANCED PRODUCT SAFETY MANAGEMENT COURSE

September 23 – 27, 2013

**Sponsored by Saint Louis University's
John Cook School of Business
Center for Supply Chain Management
in cooperation with
ADK Information Services LLC**



Saint Louis University, John Cook School of Business

ABOUT THE COURSE

With the increased emphasis on product safety around the globe, product safety professionals often seek new and updated information about developing product safety programs, management product recalls, and updated information in the compliance and regulatory area.

The Advanced Product Safety Course is recommended for professionals with 5 years or more experience as design and safety engineers, risk and compliance managers, product integrity and quality assurance personnel, and product safety managers, or who are graduates of Saint Louis University's product safety management course.

The Course provides an excellent opportunity to learn and network with other professionals.

Tuition: \$5,500

Fee includes all course materials, on-line class membership and access to all presentations, as well as breakfast and lunch during the course and a final evening class reception. There will be an opening night Dutch dinner allowing all participants to meet and network.

For more information contact the Center at 314-977-3617, or visit <http://www.adksafetyinfo.com/>

ABOUT THE SPONSORS

Saint Louis University, founded in 1818, offers 100 undergraduate and 70 graduate programs serving over 13,000 students from 50 states and 70 countries. U.S. News and World Reports rank the Center for Supply Chain Management Studies among leading supply chain education centers in the nation.

The university's product safety courses are developed in cooperation with ADK Information Services, LLC, an information and education development company serving the consumer product field.

ADK Information Services, in cooperation with Saint Louis University's John Cook School of Business Centers for Entrepreneurship and Supply Chain Management publish an annual Product Safety and Recall Directory that provides product safety personnel with capability and contact information for service providers in 40 different countries in a number of different industry categories.

For more information on ADK, the Product Safety and Recall Directory, or other product safety education courses, please visit <http://www.adksafetyinfo.com/>

COURSE OVERVIEW

All sessions are held at Saint Louis University's John Cook School of Business

DOMESTIC COMPLIANCE

With Cheryl Falvey, Partner, Crowell & Moring

New regulations have created a host of new responsibilities on companies in the areas of testing, certification, tracking, reporting, and supply chain accountability. This segment, led by the former General Counsel of the CPSC, will focus on the background and development of the Consumer Product Safety Act of 2008, its implementation, and what companies might look for in the future, including enforcement and penalty trends.

INTERNATIONAL COMPLIANCE

With Chelsea Mikula and Karl Bekeny, Attorneys, Tucker Ellis

New regulations among key international trading partners are creating burdens on manufacturers that did not previously exist. This segment will provide practical advice on how manufacturers, distributors, retailers, and all members of the supply chain can best position themselves to deal with these new requirements.

LITIGATION AND AGENCY DECISIONS

With Kenneth Ross, Attorney, Bowman & Brooke LLP

How a company interacts with various government agencies on product safety matters can have an effect on product liability litigation. Likewise, how companies manage their product liability litigation may have relevance to matters concerning a regulatory agency. This session will explore factors in proactive risk management and litigation management programs.

RISK ASSESSMENT

With Gene Rider, 2012 Recipient of Commendation Award from the CPSC

As companies increase their efforts in risk reduction and brand protection, the science of risk assessment and hazard analysis play a critical role. This day-long segment will review a global snapshot of the regulatory environment, factors in how companies design and manage their risk assessment processes, and draw attention to the myth that compliance with regulations equates to safety and protection from legal entanglements. A class exercise in risk assessment will conclude this session.

INTERNATIONAL COLLABORATION

With Bruce Farquhar

Governments are increasing their collaboration in the standards, conformity assessment, regulatory and product recall areas, at the same time that information travels around the world in minutes and hours. This can often put organizations and companies on the defensive. This segment will be led by an internationally recognized product safety regulations authority who will give insights into the shape that international collaboration is taking, and how interested parties can stay informed and involved.

INTERNATIONAL PRODUCT SAFETY MANAGEMENT

With Tim Saylor – Swimways Corporation and Sue DeRagon - UL

In today's global economy, companies need an effective strategy and team to manage issues of outsourcing, supply chain management, international compliance, and import/export issues. This segment will present a template for developing an effective approach that will serve any size business having global interface and responsibilities.

CHEMICALS MANAGEMENT

With Sanjeev Gandhi, PhD, SGS

A new wave of regulatory drivers are forcing companies to manage a widening group of substances that are under intense scrutiny as threats to the environment and consumer health. A noted scientist in this area will present a new framework for restricted substance testing, compliance data management, green chemistry and alternative assessments. The result for a company can be a formal chemical substance management program providing a comprehensive and integrated approach to this rapidly changing area.

SOCIAL MEDIA STRATEGIES

With Barry Coziahr, President, Response Targeted Marketing

Every consumer product and retailer is familiar with the impact of social media. It can be the media that helps to build a brand, as well as tear it down. In this session, one of Constant Contact's regional marketing consultant experts will demonstrate how to use social media to build a brand, and what to do in social media if your product is under siege.

CPSC INVESTIGATIONS

With Dennis Blasius, Director of Field Operations, CPSC

CPSC staff receives many consumer complaints and official reports of injury and death each year. Field Investigators conduct hundreds of inspections of importers, manufacturers, wholesalers and retailers related to these complaints. If a CPSC Investigator visits your business, do you know what to expect? What brought the CPSC to your door? This presentation will explain the inspection process, Section 15(b) hazard reporting, and the product recall process.

SUSTAINABILITY IN THE GLOBAL SUPPLY CHAIN

**With Jung Ha-Brookshire, Associate Professor,
Textile & Apparel Management, University of Missouri:**

At a time when many segments of society are looking to companies to demonstrate a commitment to sound social business practices, our speaker will deliver pertinent information for the product safety professional. Her presentation will use the cotton product life cycle as a means of tracing the elements of a model matrix for determining a company's sustainability index as a standard of measurement.

COMMUNICATING WITH PUBLIC AGENCIES AND THE MARKETPLACE

With Belinda May, Partner, Dentons

How a company communicates with a regulatory agency is as important as what it communicates. Communication works best when each party understands what the other is saying, while protecting the integrity of their individual positions. This segment will present hypothetical examples on important communication opportunities, including recall-related situations that can serve the interests of both companies and the public.

DATA MANAGEMENT AND TRACEABILITY

With Edward Heiden, PhD, Heiden & Associates

New developments in technology and the regulatory environment are affecting how companies manage data, including the sources and correlation of information for product safety-related decision-making. This segment will explore how new electronic technologies are affecting the landscape of recall notification and effectiveness. Service records maintained by companies will be examined for their usefulness in providing relevant data that can help to advance the field of product component and safety traceability.

VISITING ST. LOUIS

Saint Louis University is located in a thriving urban area filled with lodging options, from boutique to budget. Guests of Saint Louis University have recommended the following hotels.

Hotel Ignacio
3411 Olive St.
St. Louis, MO 63103
(314) 977-4411

An exceptional boutique hotel just steps away from Saint Louis University's campus, Hotel Ignacio offers 49 well-appointed guest rooms and two suites with unique themes -- fine art, performing arts, architecture and music -- that showcase its location in the city's arts center. Although no two rooms are designed exactly alike, they all offer Tempur-Pedic mattresses as well as organic bamboo sheets and towels. The hotel also has the distinction of being the first hotel in North America to offer Avaya Guest Media Hubs -- cutting-edge, multi-media communication devices -- in all of its rooms.

Water Tower Inn at Saint Louis University
3545 Lafayette Ave.
St. Louis, MO 63104
(314) 977-7500

Saint Louis University's own Water Tower Inn features 62 guest rooms, five meeting rooms, food service and a fitness center. Amenities include continental breakfast, data ports in every room, free local calls, guest laundry services, on-site parking and shuttle service to and from the University. Located one mile south of campus at SLU's Salus Center.



Photo credit: <http://www.flickr.com/photos/thomashawk/7260026652/>

Need help getting to campus?

Check out www.slu.edu for how to reach Saint Louis University from throughout the St. Louis region, as well as parking or campus maps.

