

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	Track 3: Technical Communications	Track 4: Product Management
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 Athán Tsokolás, 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, TÜV 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	Automation and Autonomy in Existing Standards and Emerging Regulations 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: Protecting Market Access and Limiting Liability for Autonomous Equipment in the EU Dr. Benedikt Rohrßen, Taylor Wessing Chicago A	Introduction to AI and Machine Learning Aaron Murray, Ken Cook Co. Atlanta & New York	Rhyme and Reason 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 Swanholt, 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	Brick By Brick Instructions: Writing Clear Steps with ASD STE100 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	Understanding User Interaction with On-Product Warnings: A Human Factors' Perspective Dr. Farheen Khan, Secretariat International Atlanta & New York	Transforming Technical Training with 3D Instructions: Preparing the Future Workforce Ashley Crowder, VNTANA Chicago B	Breaking Down Silos: Cross-Functional Collaboration for Safer, Smarter Products Mark Vaughns, JLG Industries & Peter Decious, Vermeer & Scott Pedersen, GOMACO Corp., & Jacob Dunning, Manitowoc Chicago C
3:00 pm - 3:15 pm	Break			
3:15 pm - 4:00 pm	Intro to Hydrogen AI 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		
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, Suicide Prevention and Product Safety Ryan Price, American Foundation for Suicide Prevention	Atlanta & New York Ballroom		
8:45 am - 9:00 am	Break			
	Track 1: Principles	Track 2: Advanced	Track 3: Technical Communications	Track 4: Product Management
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 Substance List [HEDSL] 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 Fuel Cells in Commercial Vehicles Al Cioffi, 4GM Groups Atlanta & New York	How AI Works: A Practical Guide for Product Safety and Compliance Chris Morbitzer, NorthBuilt 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	Evidence-Based Principles for Designing and Evaluating Warning Symbols Dr. Farheen Khan, Secretariat International 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 LLC & 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 Atlanta & New York	From Manuals to Videos: Bringing Training to Life Bill Elverman, Komatsu 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	Where Product Safety Meets the Jobsite: Understanding Real-World Hazards You Can't Ignore Hugh Forsythe, Aerial Equipment Solutions & Jerry Peters, ELGI North America Chicago A	Business Resilience through the Circular Economy - Systems Thinking Patrick Davison, EMR Atlanta & New York	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	Winning Teams Dennis Dodd, CBS Sportswriter (retired)		Atlanta & New York Ballroom	
4:30 pm	Closing Remarks Dana Redman, Kuhn North America		Atlanta & New York Ballroom	

PRODUCT LIABILITY SEMINAR

THURSDAY, APRIL 30, 2026 | KANSAS CITY, MO

AGENDA

Mock Trial

TIME	EVENT	LOCATION
7:00 am – 4:00 pm	Registration & Badge Pickup	Sheraton Ballroom Foyer
7:00 am - 8:00 am	Breakfast	Empire Ballroom
8:00 am - 8:15 am	Opening Remarks Farheen Khan, Secretariat International	Atlanta & New York
8:15 am - 11:30 am	Morning Session	Atlanta & New York
11:30 am - 12:30 pm	Lunch	Empire Ballroom
12:30 pm - 4:00 pm	Afternoon Session	Atlanta & New York
4:00 pm	Closing Remarks Farheen Khan, Secretariat International	Atlanta & New York

AEM's 2026 Product Liability Seminar will include a one-day condensed Mock Trial simulation, with opening statements and closing arguments, evidence presentations, including expert and lay witness testimony, and an opportunity for attendees to both act as jurors and discuss trial phases with presenters along the way. This year's case will present a complex accident scenario involving the use of an autonomous vehicle.

The real world commonly-faced issues in this Mock Trial simulation will include:

- Design and warning claims
- Other accident evidence
- Optional equipment
- User negligence
- Non-party and employer fault
- State-of-the-art design
- Post-sale duty to warn / product alteration
- Compliance with industry standards

The trial will be presented by experienced trial attorneys from the national product liability practice group at the law firm of Quarles & Brady LLP

Presenters

Lars Gulbrandsen, Partner, Quarles

Raymond Jamieson, Partner, Quarles

Eric Matzke, Partner, Quarles

Lara LoCoco, Partner, Quarles

Patrick Nolan, Partner, Quarles

Sara Scullen, Of Counsel, Quarles