

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 Closed meeting	Chicago Ballroom A
1:00 pm - 4:00 pm	Sustainability Council Meeting Closed meeting	Chicago Ballroom B
4:30 pm - 5:30 pm	Product Safety & Stewardship Conference Planning Committee Meeting Closed meeting	Chicago Ballroom A
6:00 pm - 8:00 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	Winning the Safety Play: Leading Autonomy with Humans at the Center Mel Torrie, Automated Solutions Inc.	Atlanta & New York Ballroom
9:15 am - 9:30 am	Break	

TUESDAY, APRIL 28

	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	Beyond the Amp-Hour: Managing Product Stewardship and Safety Throughout the Battery Lifecycle 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	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	How AEM's Safety & Product Leadership Supports You? Valerie Lynch, AEM Chicago C
11:15 am - 11:30 am	Break			
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	Hardening the Digital Backbone: Cybersecurity Strategies for Heavy Machinery Systems Jason Cole, PlaxidityX Atlanta & New York	Rhyme and Reason Wendy Canal, & Kerry Malinowsky, Epiroc Chicago B	Why Off-Road Emissions Matter and How California is Advancing Clean Off-Road Technology Matthew Diener, California Air Resources Board Chicago C
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 & Erik Swanholt, Foley & Lardner LLP; Timothy Cullen & Adelaide Egan, McMillan LLP Chicago A	Introduction to AI and Machine Learning Aaron Murray, Ken Cook Co. Atlanta & New York	Brick By Brick Instructions: Writing Clear Steps with ASD-STE100 Wendy Canal & 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			

TUESDAY, APRIL 28

	Track 1: Principles	Track 2: Advanced	Track 3: Technical Communications	Track 4: Product Management
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 Safety 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 Orchestration 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 & 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 Aaron Murry, Subatomic 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 AI 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 Autonomy; Implications for Workforce Training and Credentialling Dr. David Macholz, AVTECC Chicago C
11:45 am - 12:45 pm	Lunch	Empire Ballroom		

WEDNESDAY, APRIL 29

	Track 1: Principles	Track 2: Advanced	Track 3: Technical Communications	Track 4: Product Management
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	Full Product Lifecycle Reporting E.U. Regulatory Requirements for the Heavy Equipment Industry Chuck LePard, DXC Technologies 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			
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 Litigation 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	