

PRODUCT SAFETY & STEWARDSHIP CONFERENCE

APRIL 28 - APRIL 30, 2025
 PRODUCT LIABILITY SEMINAR | MAY 1, 2025
 SHERATON MUSIC CITY | NASHVILLE, TN

MONDAY, APRIL 28

TIME	EVENT	LOCATION
12:00 pm - 6:00 pm	Registration & Badge Pickup	Hermitage Foyer
1:00 pm - 3:00 pm	Technical Communications Committee Meeting <i>Closed meeting</i>	Hermitage Ballroom F
1:00 pm - 4:00 pm	Sustainability Council Meeting <i>Closed meeting</i>	Hermitage Ballroom E
4:30 pm - 5:30 pm	Product Safety & Stewardship Conference Planning Committee Meeting <i>Closed meeting</i>	Two Rivers Room
6:00 pm - 8:00 pm	Welcome Reception	The Courtyard

TUESDAY, APRIL 29

TIME	EVENT	LOCATION
7:00 am - 4:00 pm	Registration & Badge Pickup	Hermitage Foyer
7:00 am - 8:00 am	First Time Attendee Breakfast	Hermitage F
7:00 am - 8:00 am	Breakfast	McGavock's Ballroom
8:00 am - 8:15 am	Opening Remarks Greg Petras, Kuhn North America & Jill Wiggins, CNH Industrial	Hermitage Ballroom A-D
8:15 am - 9:15 am	Tune Up Your Team Eric Frohardt, Navy Seal	Hermitage Ballroom A-D
9:15 am - 9:30 am	Break	

	Track 1: Principles	Track 2: Advanced	Track 3: Technical Communications	Track 4: Product Management
9:30 am - 10:30 am	Risk Assessment Practicalities (part 1) Karl Klotzbach, LH2K Technology LLC & Bruce James, AGI <i>Hermitage E</i>	The New Machinery Regulation – How Will it Impact my Company's EU Products? Mike Senneff, John Deere (retired) <i>Hermitage A-D</i>	Social Media Content Panel: Navigating Approval, Marketing, and Dealer Communication Josh Nicklaus, Vermeer Manufacturing Co., & Summer Peters, Doosan Bobcat North America, & Tom Palmer, JLG Industries <i>Hermitage F</i>	Finding Standards / Where to Look for Relevant Information Tom Hoffman, Kuhn North America Inc. <i>Two Rivers</i>
10:30 am - 10:45 am	Break			
10:45 am - 11:30 am	Risk Assessment Practicalities (part 2) Karl Klotzbach, LH2K Technology LLC & Bruce James, AGI <i>Hermitage E</i>	Powering a Path to Zero Chris Saucedo, Capstone Machinery Consultants International <i>Hermitage A-D</i>	Preparing for Hazards Presented by Lithium-ion Battery-Powered Equipment John McGann, Exponent, Inc. <i>Hermitage F</i>	How Different Colored Ag Equipment Interacts - Thanks to ISOBUS and the AEF Andrew Olliver, AEF Chairman CNH Industrial <i>Two Rivers</i>

TUESDAY, APRIL 29 (CONT.)

TIME	EVENT	LOCATION
11:30 am - 12:30 pm	Lunch	McGavock's Ballroom
	Track 1: Principles	Track 2: Advanced
	Track 3: Technical Communications	Track 4: Product Management
12:30 pm - 1:15 pm	Vision Systems Hermitage E	Autonomous Mobile Machinery Requirement for EU Market Gary Ge, Caterpillar Inc. Hermitage A-D
		Harnessing AI for Effective Product Support Tom Belhumeur, Mavenoid Hermitage F
		Global Emissions and Fuel Roadmap for Off-Highway Machinery Alex Woodrow, KGP Powertrain Intelligence Two Rivers
1:15 pm - 1:30 pm	Break	
1:30 pm - 2:30 pm	Getting Started with ISO Participation George Hansen, Weasler Engineering Hermitage E	Hardening the Digital Backbone: Cybersecurity Strategies for Heavy Machinery Systems Bob Sipes, DXC Technology Two Rivers
		Transforming Technical Training with 3D Instructions for the Future Workforce Nate Henderson, BILT Hermitage F
		The Intersection of Product Safety and Sustainability Kevin Tubbs, Oshkosh Corporation Hermitage A-D
2:30 pm - 2:45 pm	Break	
2:45 pm - 3:45 pm	Canadian Regulatory Update Phil Baldwin, TACTIX Hermitage E	Carbon Border Adjustment Mechanism Overview Cally Edgren, Assent, & Devin O'Herron, Assent, & John Roley, Caterpillar Inc. Hermitage A-D
		From Manuals to Videos: Bringing Training to Life Aaron Murray, Ken Cook Co. & Jill Wiggins, CNH Industrial Hermitage F
		The New EU Machinery Regulation: Updated Requirements for Compliance and Risk Protection Dr. Ulrich Ellinghaus, Baker McKenzie Two Rivers
3:45 pm - 4:00 pm	Break	
4:00 pm - 4:45 pm	From Margins to MainStage: Women Rewriting the Rules of the Industry Trannie Anderson, Singer Songwriter	Hermitage Ballroom A-D
6:00 pm - 8:00 pm	Evening Social Event	Friends in Low Places

WEDNESDAY, APRIL 30

TIME	EVENT	LOCATION
7:00 am - 4:00 pm	Registration & Badge Pickup	Hermitage Foyer
7:00 am - 8:00 am	Breakfast	McGavock's Ballroom
8:00 am - 8:30 am	Speed and Safety: Lessons from the Track James Roe, Professional Racecar Driver	Hermitage Ballroom A-D
8:30 am - 8:45 am	Break	
	Track 1: Principles	Track 2: Advanced
	Track 3: Technical Communications	Track 4: Product Management
8:45 am - 9:30 am	Overview on Cybersecurity Legislation in the European Union Dr. Holger Kellerbauer, Caterpillar Inc. Hermitage E	European Regulations and Standards Updates Zita Holland, John Deere Two Rivers
		Battery Design and Integration; Electrification, Standards & Regulations, Post-sale Support Athan Tsokolas, Briggs & Stratton Hermitage F
		How Marketing and Product Description Materials Can Be Used by and Against Manufacturers in Products Liability Litigation John Tyrrell, Ricci Tyrrell Johnson & Grey Hermitage A-D

WEDNESDAY, APRIL 30 (CONT.)

TIME	EVENT		LOCATION	
9:30 am - 9:45 am	Break			
	Track 1: Principles	Track 2: Advanced	Track 3: Technical Communications	Track 4: Product Management
9:45 am - 10:30 am	An Overview of Functional Safety – What is it and Why so Important? Shawn Dean, John Deere Hermitage E	The Cybersecurity Regime in China and How It Impacts the Machinery Sector Shirley Kong, BESTAO Consulting Hermitage A-D	Product Safety Signs – Message Harmony Tips to Transition from Text to Pictorial Shawn Warkenthien, Doosan Bobcat North America Hermitage F	Post-Sale Duty to Warn: A Multi-State Survey Jack Gould, Swanson, Martin & Bell Two Rivers
10:30 am - 10:45 am	Break			
10:45 am - 11:30 am	Incident Investigation & Government Regulation Reporting Logan Giefer, Doosan Bobcat North America Hermitage E	Eco-Design, Sustainable Products, and Digital Product Passport Regulations Chuck LePard, DXC Technology Hermitage A-D	ANSI Z535.7 and Beyond – New Standard for Safety Information in Electronic Media Dr. Farheen Khan, Rimkus Hermitage F	Agents and Simplifying Complex Workflows in Technical Communications Aaron Murray, Ken Cook Co. Two Rivers
11:30 am - 12:30 pm	Lunch		McGavock's Ballroom	
12:30 pm - 1:15 pm	Accident Scene Reconstruction Data Focused Sgt. Paul Sanders, TN State Patrol Hermitage E	Product Chemical Compliance - A Continually Moving Finish Line for Product Design and Market Access Cally Edgren, Assent Hermitage A-D	Picture This - Practical Tips for Developing Symbols/Pictorials Kerry Malinowsky, Epiroc & Judi Isaacson, Rimkus Hermitage F	Shifting Regulatory Issues 2025 Jason Malcore, AEM Two Rivers
1:15 pm - 1:30 pm	Break			
1:30 pm - 2:30 pm	Safety Considerations for Electrified Vehicles, Equipment, and Related Technologies Dr. David Macholz, Advanced Vehicle Technology Group, LLC Hermitage E	What Keeps You Up at Night? Mark Vaughns, JLG Industries, & Rod Schneider, GOMACO Corporation, & Melissa Anderson, Vactor Manufacturing, & Peter Decious, Vermeer Manufacturing Co. Hermitage A-D	Reimagining Technical Communication to Drive Profitability Kris Harrington, GenAlpha Technologies Hermitage F	Replaceability Requirements from the EU Battery Regulation Dr. Holger Kellerbauer, Caterpillar Inc. Two Rivers
2:30 pm - 2:45 pm	Break			
2:45 pm - 3:45 pm	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 Hermitage E	Electrification Safety – Considerations for Design and External Communications Todd Miorin, Oshkosh Corporation & Dave Steinberger, Oshkosh Corporation Hermitage A-D	On-Product Warnings: Your Safety Communication Questions Answered Angela Lambert, Clarion Safety Systems Hermitage F	ANSI/ISO Tracking - How to Identify Which Rules Apply to Your Products Wendy Canal, Epiroc & Kerry Malinowsky, Epiroc Two Rivers
3:45 pm - 4:00 pm	Break			
4:00 pm - 4:30 pm	Cybersecurity – Post Attack (Data and Telematics) Joe Hopper, Fracture Labs		Hermitage Ballroom A-D	
4:30 pm	Closing Remarks Jill Wiggins, CNH Industrial		Hermitage Ballroom A-D	
4:35 pm - 5:00 pm	Conference Feedback Session w/ Planning Committee		Hermitage Ballroom A-D	