



University of Wisconsin–Madison

35TH ANNUAL PRODUCT LIABILITY CONFERENCE

October 10 – 12, 2023

Madison, Wisconsin and Live Online



Interdisciplinary
Professional Programs
COLLEGE OF ENGINEERING
UNIVERSITY OF WISCONSIN–MADISON

Learn current and emerging product liability prevention practices from experienced product safety management professionals including consulting engineers, insurance experts, product safety standard leaders, and jurists.

WHAT YOU WILL LEARN

- Trends in product liability
- Lessons from key experts
- Impact of Warnings and Safety Labels
- Post-Pandemic Safety Management
- Judicial viewpoints on Product Liability

WHO SHOULD ATTEND?

- Product safety management managers
- Risk management managers
- Design engineers
- Technical writers
- Product Liability underwriters
- Attorneys who deal with product liability

PAST PARTICIPANTS SAY...

"Excellent conference – very educational and beneficial"

"I was pleased with the amount of useful information presented to take home and make beneficial change to help our company"

"The diversity in both presenters and listeners really opens your eyes to all sides of liability issues"

PRESENTATIONS

Product Liability Updates in the law

Cal Burnton

Organizing Industry Groups to Improve Product Safety

Charles Burhams

On-Product Warnings: ANSI Z535.4 and ISO 3864-2

Angela Lambert

Going Paperless: What Manufacturers Need to Know Before Digitalizing Warnings.

Lexi Fuson

Risk Management Lessons from the Trenches: Products Liability Trial and Appellate Case Studies

Jesse Blocher

The Keys to Effective Witness Testimony

Dr. Steve Wood

Recent Twists & Turns in Product Liability Dockets

Tracie Renfro

PFAS and Product Liability: Separating PFacts from PFiction

Dr. Janet Anderson

Panel - Understanding Product Liability from the Insurance Carriers Point of View

Peter Dion; Chris Gaylor; Steve Heiden

A Judge's Perspective

Judge Susan Brnovich

A Lookback at Important Product Liability Matters: Lessons we can Learn from the Past

Dr. Rob Scheibe

Managing Transitional Product Risks from an ESG Perspective

Karine Narr

Importance of a Safety Culture and Post-Manufacture Monitoring

Melissa McAlpine

3 Steps to Prevent Machine Related Injuries – Application of the Latest Safety Standards and Risk Assessment Methods

Ken Hackworth

Managing Product Liability Risk in Age of Social Inflation and Nuclear Verdicts

Edward Casmere

Mock Trial Exercise



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Instructors

DR. JANET K. ANDERSON, PH.D.

Dr. Janet Anderson is a Principal Toxicologist with over 15 years of experience in providing toxicology, risk assessment, and risk management strategies for emerging and unregulated contaminants to federal agencies, private industry, and municipal clients. Building off her academic doctoral training in cancer and molecular biology and post-doctoral fellowship with the United States Environmental Protection Agency, she specializes in the translation of human health toxicology data into state and federal regulatory policy decisions and performs critical reviews of federal and state chemical and risk assessment guidance and regulations.

JESSE B. BLOCHER

Jesse Blocher is a shareholder at Habush Habush & Rottier S.C.® and focuses his practice on representing individuals in personal-injury litigation through trial and appeal, including products liability cases. To that end, he is a Board Certified Civil Trial Advocate by the National Board of Trial Advocacy. He has also argued cases in the Wisconsin Supreme Court and is the co-chair of the Wisconsin Association for Justice amicus committee. Mr. Blocher is a summa cum laude graduate of Marquette University Law School.

JUDGE SUSAN BRNOVICH

Judge Brnovich was born in Madison, Wisconsin. She graduated from University of Wisconsin – Madison with a double degree in finance and Spanish. She spent a semester of that time in Valencia, Spain, where she gleaned valuable insight on intercultural study and communications. Susan then continued at the University of Wisconsin – Madison to earn a dual graduate degree – a Juris Doctor and Master of Science in Finance.

Judge Brnovich began her career with the Maricopa County Attorney's Office as a Deputy County Attorney in 1994 and tried 50 felony jury trials in that capacity.

She was appointed a Superior Court Commissioner in December 2003 and later a Superior Court Judge by Governor Napolitano in 2008. Judge Brnovich has served as a Judge in Maricopa County's Criminal, Family, Juvenile, Civil and Probate Courts. On January 23, 2018, President Trump nominated Susan to serve as a United States District Judge for the District of Arizona. The U.S. Senate confirmed her nomination and she received her commission on October 23, 2018.

CHARLES BURHANS

Mr. Burhans currently serves as the Senior Vice President of Life Science at Rimkus Life Sciences where he oversees the practice of Human Factors, Toxicology, Material Science, Sport Science and Biomechanics. He has over 20 years of professional experience in helping companies manage complex product safety issues across a variety of domains. His recent professional activities include development and evaluation of warnings and instructions and product literature, analysis of standards, accident investigation, analysis and response to product incidents in the field, and the development of safety training materials and product safety/product integrity documentation.

CAL BURNTON

With over a 30-year career, Cal Burnton tried and won numerous complex toxic tort and product liability cases, earning a national reputation for his ability to coordinate, manage, and defend product liability and mass toxic tort cases. His national clients have included leading manufacturers and sellers of products such as chemicals, pesticides, health care appliances, medical devices, electrical equipment, firearms, printing presses, industrial machinery, and power tools. He has also served as national council for a well-known toy company on safety and regulatory issues.

EDWARD CASMERE

Edward Casmere has made a career out of litigating, negotiating, and managing some of the most difficult legal issues, in some of the most challenging jurisdictions, against some of the most talented opponents. Focusing on a mixture of grit and grace, Ed currently balances a diverse portfolio of complex litigation, catastrophic injury and wrongful death, mass tort, toxic tort, class/mass actions, product liability, and environmental matters where he is often asked to join trial teams comprised of lawyers from law firms across the country for high-stakes trial duty. From cryptocurrency to carcinogenesis and Shakespeare to sharks, Ed has turned his diverse interests and love of lifetime learning into the backbone of his professional practice.

PETER DION

Peter Dion is a Sr Technical Specialist-Product Liability for Cincinnati Insurance, where he consults with underwriters and loss control staff on product liability risks and develops methodologies to improve product liability knowledge. Prior to his current position, he worked for seventeen years at Zurich Insurance as a Line of Business Director-Product Liability-North America, traveling globally to train brokers, underwriters, and loss control personnel while speaking on product liability issues, including emerging risks.

CHRIS GAYLOR

Chris Gaylor is the National Director of Manufacturing at Cincinnati Insurance Company, with over 16 years of experience in underwriting and product strategies for the manufacturing segment with an extensive portfolio on Food and Beverage, Metal Goods, Machine Shops, Equipment Manufacturing, Wood Products, Paper Products, Plastic Products and Rubber goods. Chris specialization lies in the food industry, having earned Hazard Analysis Critical Control Points and Preventive Controls Qualified Individual certification. Chris also trains and educates sales, claims, and loss control staff on coverages and risk selection, and assists independent agents with visits, insure inspections, and profitable growth seminars.

COMPANIES REPRESENTED IN THE PAST ANNUAL CONFERENCES:

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Liberty Mutual Insurance
Marquip Ward

Milwaukee Tool
National Oilwell Varco
Rockwell Automation
Rigid Tool
Steelcase
Stellar Industries
Vermeer Manufacturing



KEN HACKWORTH, PE, FS ENG

Ken Hackworth, the current VP of Safety Assessment at Machine Safety Specialists (MSS), brings in over 30 years of experience in the field of safety engineering, including the design and assessment of critical safety systems for automated industrial machinery, robotics, and industrial equipment. He is a licensed Professional Engineer with a Bachelor of Science degree in Electrical Engineering from The Ohio State University and is a TÜV Certified Functional Safety Engineer who is also serving as a member of multiple committees. Ken is an expert in machine safety standards, including OSHA, ANSI, NFPA, RIA, and ISO/EN standards and regulations, who provides assessments for complex machinery and instructs on industry-leading training courses.

STEVE HEIDEN

Steve Heiden currently serves as a Senior Product Liability Technical Specialist at the Cincinnati Insurance Company and was previously a safety and liability specialist for 23 years who advised trade associations, law firms, and corporations on product safety and risk matters. Bringing in over 30 years of experience in product safety and risk management, he has provided advice on a wide range of issues, including compliance testing, hazard reporting, product recall program design, and crisis management. Steve has also authored articles on product safety and designed a course for practicing attorneys.

ANGELA LAMBERT

Angela Lambert has over 15 years of experience in product safety, warnings, and liability. At Clarion Safety, she collaborates with manufacturers, partners, and advocates on visual safety communication standards, safety label content/design, and print production. Ms. Lambert is also actively involved at the leadership level in the ANSI and ISO standards for product safety as she currently leads the ANSI Z535.1 subcommittee and is a delegate

representative to several safety committees, including ISO/TC 145 SC2 WG 1 and ISO/TC 283. She is also an expert speaker on product safety and visual safety communication.

MELISSA MCALPINE, ESQ.

Melissa McAlpine currently serves as the Counsel of Product Safety and Marine at Polaris Industries Inc. She provides strategic advice on product safety and regulatory compliance while serving as chief counsel for Polaris' Marine global business unit. Prior to joining Polaris, Melissa was a litigator at a law firm in Pennsylvania, where she focused on product liability, retail liability, and insurance litigation. She served as national coordinating counsel for a global manufacturer in product liability litigation filed throughout the United States and managed a high-volume private arbitration program involving product liability matters. She is a member of the Minnesota, New Jersey, and Pennsylvania bars and holds a J.D. from Villanova University Charles Widger School of Law.

KARINE NARR, CSP, ARM, MBA

Karine Narr has over 25 years of experience in insurance as a Property & Casualty Risk Engineer. She specializes in evaluating products liability exposures and controls across all industries, assisting clients in developing risk management programs, and providing education and training to clients. She has also developed internal training programs to further promote product liability skills among the Risk Engineering department. Ms. Narr is a member of the American Society of Safety Professionals (ASSP) and has a Certified Safety Professional (CSP) designation. She also has a degree in Industrial Engineering from the University of Wisconsin-Madison, post-graduate work in ergonomics from the University of Wisconsin-Milwaukee, an MBA from Keller Graduate School of Management, and also a Preventive Controls Qualified Individual in relation to food safety.

TRACIE RENFROE

Tracie Renfro is a national trial lawyer with expertise in toxic tort, environmental, product

liability and commercial disputes who tried or litigated numerous breach of contract, conspiracy, fraud, securities fraud and professional liability cases. Tracie represents clients in civil jury trials, class actions and arbitrations who have tried cases in federal and state courts around the country, as well as in international arbitration of high-stakes environmental disputes. She serves as the Managing Partner of the Houston office and a partner in Energy, Environmental, and Product Liability practices, representing clients in the energy, manufacturing, and pharmaceutical sectors across the country.

DR. ROBERT SCHEIBE

For over 40 years, Dr. Robert Scheibe has used his mechanical engineering background to investigate, reconstruct, analyze, and determine the cause for accidents, component failures, and fires involving industrial machinery, vehicles, heavy equipment, tools, appliances, recreational equipment, and consumer products. He specializes in the engineering analysis of product safety and performance from the standpoint of design, operation, manufacture, assembly, maintenance, instruction, guarding, and warning. Dr. Scheibe has analyzed many hundreds of accidents and failures for clients in the legal, insurance, and industrial community.

DR. STEVE WOOD

Dr. Steve M. Wood, Ph.D. is a Litigation Consultant at Courtroom Sciences, Inc., a national litigation consulting and litigation support firm based in Irving, Texas. Dr. Wood uses his social psychological expertise to help clients understand the juror decision-making process and maximize the likelihood of favorable case outcomes. He also assists clients with a myriad of case-related activities, including pre-trial research, witness effectiveness training, case theme development, supplemental juror questionnaires, and jury selection. His work has been published in various peer-reviewed academic journals, as well as several scholarly magazines.



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INFORMATION

FEE

In-person \$1495

Includes morning and afternoon breaks, scheduled lunches, conference materials and conference attendance.

Online \$1395

Includes conference materials and online conference attendance.

CREDITS CEU 1.5/PDH 15

DATE

October 10 – 12, 2023

Day 1 8:00 am – 5:00 pm CT

Day 2 8:00 am – 5:00 pm CT

Day 3 8:00 am – 12:00 pm CT

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