

Randall Goodden International

# ASSURING PRODUCT SAFETY, PREVENTING PRODUCT LIABILITY LAWSUITS

---

THE FULL REALM OF PRODUCT LIABILITY EXPOSURE,  
DESIGN & PRODUCT SAFETY REVIEWS,  
THE STANDARDS FOR WARNINGS & INSTRUCTIONS,  
CONTRACTUAL PROTECTION, DANGEROUS DOCUMENTS,  
SUPPLIER CONTROL, RECALL READINESS,  
THE ADMINISTRATION TEAM & MANAGING LITIGATION

---

**Milwaukee**

Sep 21-22, 2017

Country Inn & Suites

Brookfield



# A Seminar Like No Other

---

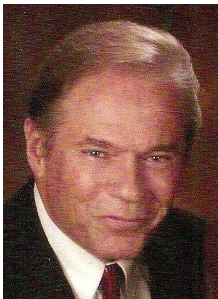
Every year there are over 80,000 product liability lawsuits filed against manufacturing corporations of all sizes throughout the United States, and there are thousands of product recalls. The costs of these product liability lawsuits and recalls can bankrupt a company or have a long term crippling affect on a corporation's profitability, as well as in their insurance premiums. This is why all of the top insurance companies not only support and promote this seminar, but send their own Product Liability & Risk Management Consultants to them for their own training.

You will learn the best procedures for developing and launching new products, as well as how to recognize day-to-day activities such as defects in design, marketing, or the lack of supplier control that could someday lead to a product liability lawsuit. The procedures and efforts that need to be in place in order to reduce the chances of a product recall or a product liability lawsuit, and how to substantially increase your chances of winning a product liability lawsuit in the event you were wrongly accused. The management processes taught at this seminar will lead to significant improvements in operating efficiencies and profitability, and significantly reduce the chances of a product recall or liability lawsuit.

***Over 5 thousand manufacturing executives worldwide have attended this seminar!***

## About the Instructor Randall Goodden

---

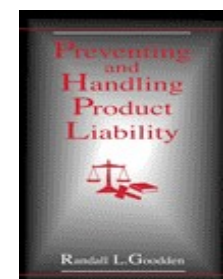
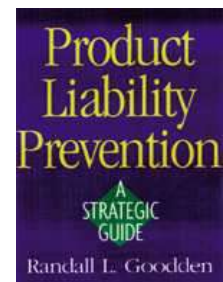
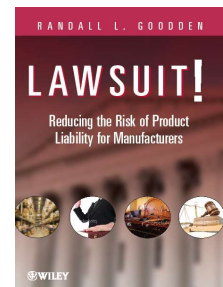


**Randall L. Goodden** is known around the world as a leader in the field of Product Safety & Product Liability Prevention. He has been uniquely teaching seminars on this topic for 20 years and continues to be a Keynote Speaker at major Manufacturing, Legal, & Quality Conferences since the middle '80s. He spent more than 25 years in manufacturing as the Corporate VP of Quality & Product Reliability, New Product Development and Litigation Management and serves on Advisory Boards.

He is the author of the 3 best-selling books on product liability prevention, the latest being "**Lawsuit! Reducing the Risk of Product Liability for Manufacturers**", all of which have sold thousands of copies around the world and have even become required text books at a number of **universities**.

Thousands of manufacturing executives around the world have attended his seminars throughout the United States, Europe, UK, China, Thailand, Malaysia, Australia, and India. He is routinely brought in by CEOs of the largest international corporations to teach this seminar to their entire management team, does webcasts and in-house seminars for the leading international insurance companies, and is continuously a Keynote Speaker at numerous international conferences, including the 4<sup>th</sup> Biennial U.S. / China Summit at the State Department in Washington DC.

Randall Goodden is the President and Founder of the IPSLP – International Product Safety & Liability Prevention Association, and was the Chairman of the Product Safety & Liability Prevention Division of ASQ from 1997 until 2015.



# SEMINAR AGENDA

## Day 1

---

- 8:00 – 8:30**            **Continental Breakfast** (in Meeting Room)
- 8:30 - 9:00**            **Introductions**
- 9:00 - 10:00**        **Product Liability – An Overview**
- Recall trends and causes, as well as product liability statistics
  - A review of the largest contributing causes of recalls
  - Product liability case studies and the Legal climate around the world
  - The impact of product liability in corporate financial statements
- 10:00 - 10:15**        **Morning Break**
- 10:15 - 11:00**        **Understanding the Full Realm of Areas Leading to Product Liability**
- The contributing factors that lead to product liability from each department and area of the corporation
- 11:00 - 12:00**        **Understanding the Laws of Product Liability**
- An explanation of all the typical Legal terms involved in product liability lawsuits, and the courts expectations of manufacturers
  - The Statutes of Limitations and Repose – How they work, and don't
  - Corporate Negligence vs Strict Liability
- 12:00 - 1:00**        **Lunch**
- 1:00 - 2:00**            **The Membership and Role of the Design Review Team**
- Understanding the real Design Review objective
  - Creating the Team and the roles of the members
  - Tools and programs for management control of the process
  - New product traceability concepts for the manufacturing process
- 2:00 – 3:15**        **The Composition and Role of the Product Safety Team**
- Understanding the role of this specific Team vs the Design Review Team
  - Selecting the members for this specialized team
  - Identifying hazards from a whole different perspective
  - Court expectations and the Safety Hierarchy
  - Product liability case studies and where the manufacturers failed
- 3:15 – 3:30**        **Afternoon Break**
- 3:30 - 5:00**        **Adequacy of Warnings and Instructions and the Latest Standards**
- Legal expectations of Warning Label content
  - The U.S. and International Standards for Warning Label design
  - Using the appropriate signal words and pictorials
  - The expectations for the placement of Warning Labels
  - New U.S. standards for Instructions and all collateral materials
- 5:00**                **Adjourn**

# SEMINAR AGENDA

## Day 2

---

- 8:00 - 8:45**                    **Special Work Session**
- 8:45 - 9:45**                    **Records Retention & How to Recognize Dangerous Documents**
- Identifying key records for retention and determining retention periods
  - How to manage record retention and proven record storage programs
  - Examples of content that make emails and all other types of documents “Dangerous Documents”, and how Electronic Discovery works
- 9:45 - 10:00**                    **Morning Break**
- 10:00 - 11:00**                    **Contracts & Agreements with New Suppliers/Subcontractors – What they Need to State to Assure they are Protecting the Corporation**
- The content of Purchase Order Indemnification clauses
  - Who wins and loses in the Battle of the Forms
  - The Legal view of emails and electronic agreements
- 11:00 - 12:00**                    **Supplier Selection and Control, and the Use of Asian Suppliers**
- The common areas where corporations mismanage this concern
  - What you need to require of foreign suppliers to limit liability
  - The advantages and disadvantages of various Asian countries
- 12:00 - 1:00**                    **Lunch**
- 1:00 – 1:45**                    **Post Sale Duties to Warn & Recall Readiness**
- Legal expectations regarding Recalls and the economic impact
  - Recall Readiness and the creation of the Corporate Recall Team
  - Case examples of where manufacturers failed and what it cost them
- 1:45 – 2:30**                    **Creating the Product Liability Prevention Administrative Group and Driving Force within the Corporation**
- Selecting the ideal In-house Expert to drive this program
  - Creating the Corporate Team and selecting the right members
  - Training the entire management team on what everyone needs to know
  - Incorporating all the new requirements into existing procedures
- 2:30 – 3:15**                    **All of the Steps Involved in Product Liability Litigation**
- What is going to happen in a product liability lawsuit and what manufacturing management need to be prepared for in order to win
- 3:15 – 3:30**                    **Final Discussion & Adjourn**

## General Information

---

**Fee Covers:** Course notebook, continental breakfast, break refreshments and lunches will be provided.

**Accommodations:** The Country Inn & Suites is located at 1250 S. Moorland Rd, Brookfield WI. Attendees get a special discounted room rate of \$124 if they say they are attending the Goodden Enterprises Product Safety Seminar. Call 262.782.1400 for reservations.

# Brookfield Registration Form

*Space is limited. Register early to assure your place!*

Registration fee: \$795 before Aug 11  
\$850 after Aug 11

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: ( \_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_ ) \_\_\_\_\_

Email: \_\_\_\_\_ Nickname (name tag) \_\_\_\_\_

## Billing Information

Check Enclosed  Reserve My Place Now, Bill Me (Must be paid before Aug 11)

Charge to My Credit Card (Visa, MasterCard, Discover, American Express)

Cardholder's Name \_\_\_\_\_

Card No. \_\_\_\_\_ Expires \_\_\_\_\_

Signature: \_\_\_\_\_

## How To Register

**Secure On-Line Registration:** <https://www.formnut.com/up/14838/Registration.html>

**Fax:** Fax completed form to 262.594.5715 **Call:** 262.594.5198 with questions.

**Email:** Email to [events@RandallGoodden.com](mailto:events@RandallGoodden.com) or request a Word.doc form

**Mail:** Send completed form to:  
**Goodden Enterprises LLC**  
**S95 W34660 Jericho Dr**  
**Eagle, WI 53119**

**Important -** Contact us if you don't receive a registration acknowledgement within 24hrs.  
Wait for seminar confirmation before making travel arrangements.

## Refund Policy

Goodden Enterprises will give you a complete refund if you cancel before Aug 11, 2017. Cancellations between Aug 11 and Aug 25 will be charged a \$200 cancellation fee. No refunds after Aug 25, but substitutions are allowed.