



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

**List of Presentation Titles and Speakers
29th Annual Product Liability Conference
September 19-21, 2017**

Tuesday, September 19

- 7:30-8:30** **Registration, coffee and networking**
- 8:30-9:00** **Welcome and introductions**
- 9:00-10:15am** **Comprehensive Product Safety Programs – How does your program compare?**
John Russell, Director – Technical Services, AHT Insurance, Allen, Texas
- 10:15-10:30** Break
- 10:30-11:45** **The Persistent Question: When are product "warnings" necessary?**
Gary M. Bell, Owner, Bell Product Safety Consulting, Sylvania, Ohio
- 11:45-1:00** Lunch
- 1:00-2:15** **WARNING! Your product video safety warnings don't meet standards!**
Patricia A. Robinson, PhD, Coronado Consulting Services, LLC, Sonoita, Arizona
- 2:15-2:30** Break
- 2:30-3:30** **Hot Topics in Product Liability – You be the Judge**
Cal Burnton, Partner, Steptoe Johnson, Chicago, Illinois
- 3:30-3:45** Break/Networking
- 3:45-4:45** **Learning from Failure: An Engineering Perspective on Product Liability**
Robert R. Scheibe, PhD, PE, Principal – Mechanical Engineer, GT Engineering,
Redmond, Washington
- 4:45-5:00** Q&A, adjourn



Wednesday, September 20

- 7:15-8:00** **Coffee, networking, complete evaluations**
- 8:00-9:00** **Data Analytics - Data Sources for Product Safety**
Charles Burhans, Senior Consultant, Applied Safety and Ergonomics, Ann Arbor, Michigan
- 9:00-9:15** Break/Networking
- 9:15-10:15** **Predicting the Unexpected - How to Foresee Misuse**
Steven M. Hall, Senior Consultant, Applied Safety and Ergonomics, Ann Arbor, Michigan
- 10:15-10:30** Break/Networking
- 10:30-11:30** **It's Complicated: Product Liability Risks in the Internet of Things**
Linda C. Emery, Attorney, von Briesen & Roper, S. C., Milwaukee, Wisconsin
- 11:30-1:00** Lunch
- 1:00-2:00** **A View from the Bench**
Judge Rebecca F. Dallet, Milwaukee Circuit Court, Milwaukee, Wisconsin
- 2:00-2:15** Break/Networking
- 2:15-3:15** **Take the High Road: Avoiding Litigation Sanctions**
Josh Johannmeier, Shareholder, Godfrey Kahn S.C., Madison, Wisconsin
- 3:15-3:30** Break/Networking
- 3:30-4:30** **Product Liability - A Plaintiff Attorney's Perspective**
Daniel S. Kirschner, Partner, Corboy & Demetrio, Chicago, Illinois
- 4:30-4:45** Q&A, adjourn



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Thursday, September 21

- 7:15-8:00** **Coffee, networking, complete evaluations**
- 8:00-9:30** **Beginning a Design Hazard Analysis Process**
Dave Ludwin, Product Liability and Risk Control Professional, Chicago, Illinois
- 9:30-9:45** Break/Networking
- 9:45-10:45** **Using 3D Interactive and Virtual Reality Training to Improve Safety**
Raj Raheja, CEO, Heartwood, San Mateo, California
- 10:45-11:30** **Providing Product Safety Information On Demand**
Jeff Oelke, Program Director, University of Wisconsin-Madison
- 11:30-11:45** Q&A, Complete evaluation, final adjournment
- 11:45** Lunch