

Randall Goodden International

# IMPROVING QUALITY, PRODUCT SAFETY, AND PREVENTING RECALLS & PRODUCT LIABILITY

DESIGN REVIEWS & PRODUCT SAFETY REVIEWS,  
THE NEW STANDARDS FOR WARNINGS & INSTRUCTIONS,  
WRITING CONTRACTS, DOCUMENT CONTROL,  
SUPPLIER SELECTION & CONTROL, RECALL READINESS,  
CREATING THE ADMINISTRATION TEAM & LITIGATION

**A Leading-Edge Seminar for Manufacturers  
Exporting Products to the U.S.A. and Worldwide**

**Shanghai, China**

April 9-10, 2012  
Radisson Blu Hotel

**Guangzhou, China**

April 12-13, 2012  
Crowne Plaza Hotel



These Seminars will  
be Taught in  
English Only

# Product Safety, Recall & Liability Prevention

## Background

The epidemic of product recalls and lawsuits has resulted in many U.S. corporations losing millions, and even going out of business. Publicity over such recalls led to the creation of the new Consumer Product Safety Improvement Act in the United States..

The new CPSIA regulatory requirements must be understood by any manufacturing company shipping product to the United States, or it could result in substantial fines to the U.S. companies.

Management teams at many manufacturing companies typically have little to no training in designs reviews, hazards analysis, risk assessments, and warning label development, much less product liability prevention.

60% of recalled products in the United States and Europe, are “Made in China”. This statistic has been very negative for China and Chinese manufacturers and suppliers.

This seminar is designed for all the members of the manufacturing management team, from the top executives on down.

You will learn about risk minimization processes and new product introduction techniques that will greatly reduce the potential for error, as well as significant improvements in operating efficiencies and overall quality.

This learning experience will definitely change the way your company does business!

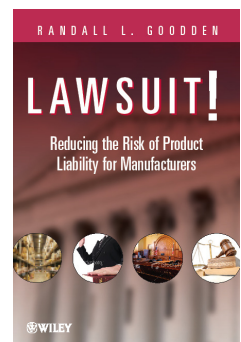
## Your Instructor



**Randall L. Goodden** is recognized around the world as a leading expert and educator on Product Safety & Product Liability Prevention.

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 since 1996 throughout the United States, Europe, UK, China, Thailand, Malaysia, Australia, and India, as well as bringing him in-house to conduct the seminar for the entire management team.



Randall Goodden is the President and Founder of the IPSLP – International Product Safety & Liability Prevention Association, is the Chairman of the Product Safety & Liability Prevention Division of ASQ, and continues to be a Keynote Speaker at conferences around the world.

# The Seminar

## Day 1

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<b>8:30 - 9:00</b>	<b>Introductions</b>
<b>9:00 - 10:00</b>	<b>Product Safety Issues in the U.S., Recalls &amp; Liability – An Overview</b> <ul style="list-style-type: none"><li>• Current U.S. Recall statistics &amp; causes</li><li>• CPSC requirements and the CPSIA</li><li>• Numerous examples of defective products</li><li>• The Toyota and Mattel recall disasters</li></ul>
<b>10:00 - 10:15</b>	<b>Morning Break</b>
<b>10:15 – 11:00</b>	<b>Understanding the Full Realm of Product Liability</b> <ul style="list-style-type: none"><li>• Recognizing all the potential problem areas from initial design, through marketing, records retention, customer service, and supplier control</li><li>• Learn about the kinds of efforts that need to be in place</li></ul>
<b>11:00 – 12:00</b>	<b>Product Liability Laws Around the World</b> <ul style="list-style-type: none"><li>• Understanding legal terms and definitions</li><li>• Product liability laws in various countries</li><li>• Differences between Strict Liability &amp; Negligence</li><li>• Which companies will be sued</li></ul>
<b>12:00 - 1:00</b>	<b>Lunch</b>
<b>1:00 - 2:00</b>	<b>The Role of the Design Review Team</b> <ul style="list-style-type: none"><li>• Understanding the objective</li><li>• Creating the Design Review Team</li><li>• Design testing and validation</li><li>• Incorporating product traceability</li><li>• Complying with various Regulatory requirements</li></ul>
<b>2:00 – 3:00</b>	<b>The Role of the Product Safety Team</b> <ul style="list-style-type: none"><li>• Creating the Product Safety Team</li><li>• Understanding Hazards Analysis / Risk Assessments</li><li>• Redesign/Safety Guards/Warnings - Deciding what action to take</li></ul>
<b>3:00 – 3:15</b>	<b>Afternoon Break</b>
<b>3:15 - 4:30</b>	<b>The New Standards for Warning Labels and Instructions</b> <ul style="list-style-type: none"><li>• Warnings and the New Z535.4 Standard for the U.S.</li><li>• Deciding between labels and instructions</li><li>• When to use Danger / Warning / Caution</li><li>• Instructions and the New Z535.6 Standard for the U.S.</li><li>• Standards for the International ISO 3864 Warnings</li></ul>
<b>4:30</b>	<b>Adjourn</b>

# The Seminar

## Day 2

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<b>8:30 - 9:00</b>	<b>Reception</b>
<b>9:00 - 10:00</b>	<b>Supplier Selection &amp; Control, Product Traceability, Records</b> <ul style="list-style-type: none"><li>• How to qualify a new supplier</li><li>• What you should be looking for regarding insurance coverage</li><li>• Monitoring incoming materials, incorporating traceability</li><li>• Maintaining important records and preventing “Dangerous Documents”</li></ul>
<b>10:00 - 10:15</b>	<b>Morning Break</b>
<b>10:15 - 11:00</b>	<b>Protecting Your Company - Contracts, Purchase Orders, Agreements</b> <ul style="list-style-type: none"><li>• The fine print on Purchase Orders</li><li>• Addressing customer requirements and product specifications</li><li>• Agreements with subcontractors, distributors, exporters</li></ul>
<b>11:00 - 12:00</b>	<b>Becoming Aware of a Defective Product &amp; Recall Readiness</b> <ul style="list-style-type: none"><li>• Monitoring product returns and customer complaints</li><li>• Spearheading a recall</li><li>• CPSC requirements in the U.S.</li><li>• The notification process for Europe</li></ul>
<b>12:00 - 1:00</b>	<b>Lunch</b>
<b>1:00 – 2:00</b>	<b>Driving the Product Safety &amp; Liability Effort within the Company</b> <ul style="list-style-type: none"><li>• Selecting the In-house Expert</li><li>• Creating the Corporate Team</li><li>• Evaluating the current efforts in place</li><li>• Putting together an implementation plan</li><li>• Incorporating into procedures</li><li>• Working with customers</li></ul>
<b>2:00 – 2:15</b>	<b>Afternoon Break</b>
<b>2:15 - 3:30</b>	<b>The Legal Process in the USA and Other Countries</b> <ul style="list-style-type: none"><li>• The Legal process in the United States</li><li>• The Legal process in Europe and other countries</li></ul>
<b>3:30 – 3:45</b>	<b>Final Discussion &amp; Adjourn</b>

## General Information

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

**Accommodations:** The Shanghai seminar will be held at the Radisson Blu Hotel Shanghai New World, 88 Nanjing Road. Telephone (86-21) 53559999. The Guangzhou seminar will be held at the Crowne Plaza Guangzhou City Center, 339 Huanshi Road East Yuexiu District, Guangzhou. Telephone (86-20) 33363233.

The registration fee does not include your hotel room. You must book your own hotel room.

# China Registration Form

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

Registration fee:     **Early Bird Special** – Register before February 11 for RMB 4450  
Register between February 11 and March 9 for RMB 5050  
After March 9 the registration fee is RMB 5400  
Discounts available for 3 or more employees from the same company

Check if you are registering for:    Shanghai                    Guangzhou

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

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

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

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

\_\_\_\_\_

City: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## **Billing Information**

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Register now to ensure your place at these special seminars.

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

Cardholder's Name:

Card No:

Expires:

Electronic Bank Transfer (we will supply details)

## **How To Register**

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

**Fax:** Fax completed form to 1.262.594.5715   **Call:** 262.594.5198 with questions.

## **Refund Policy**

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Goodden Enterprises LLC will give you a complete refund if you cancel before March 2, 2012. No refunds after March 2, but substitutions are allowed.