

2021 Schedule-at-a-Glance

*All times on the schedule
are in Central Time.*

Product Safety & Compliance Digital Seminar

Monday, August 23, 2021

11:00 am to 12:00 pm	<p>Opening Remarks: Bruce James, P.Eng, Chief Engineer, Product Safety & Compliance, AGI AgGrowth and Chair, AEM Product Safety & Compliance Seminar Planning Committee</p> <p>Welcome: Megan Tanel, AEM Senior Vice President, CE & Utility Sector</p> <p>Opening Keynote: Maintaining the Focus: Product Safety During COVID, Jeff Brown, Controller, John Deere</p> <p>Concurrent Sessions:</p> <p>Track 1 – Chemical Management</p> <p>A presentation by 10 senior technical managers from AEM member firms providing a history of regulation, review of current and future regulatory conditions, a look at essential data and sources, a comparison of disclosure vs private recipe and lessons learned.</p> <p>Part 1: Regulation Past, Present and Future</p> <p>Session 1: How did we get here? A History of Regulation</p> <p>Session 2: What is the regulatory environment today?</p> <p>Session 3: What does the future of regulations hold?</p> <p>Part 2: What data is needed and how do we get it and how do we know it is correct</p> <p>Session 1: Expectations, Full Material Disclosure, Owning your Recipe, Supply Chain Communication, Collection and Validation</p> <p>Session 2: Lessons learned at Cummins</p> <p>Part 3: Region Specific Regulation Drivers</p> <p>Session 1: US Regulation Drivers (TSCA and California Prop 65)</p> <p>Session 2: EU Regulation Drivers - Circular Economy, REACH, RoHS and SCIP Database</p> <p>Session 3: Canadian Chemical Regulations</p> <p>Session 4: Global RoHS, Waste Regulations, Wireless Requirements</p>
12:00 pm to 4:00 pm	
12:00 pm to 2:30 pm	<p>Track 2 – Psychology of Safety</p> <p>Topics covered include human factors related to new technologies, data collection in product development and/or supporting event investigation, standards, practices, and human performance, automation levels, object and event detection and response (OEDR). Plus, a look at driver monitoring systems (DMS) and attention distraction.</p> <p>Track 3 – Technical Publications Workshop</p> <p>Headlining the workshop are short presentations on subjects including, Cybersecurity and Technical Translations, Content Re-use, and Tech Pubs Benchmarking. Each presentation will be followed by a panel discussion with live Q&A. Bring your expertise, knowledge and challenges to this interactive Technical Publications Workshop.</p>

9:00 am to 10:00 am	<p>Concurrent Sessions:</p> <p>Track 1 – Incident Investigations – See for Yourself!</p> <p>Topics covered in this session include incident assessment tips to determine an appropriate investigative approach, details to consider before arriving at the incident site or inspection, tools to help make an investigation thorough and efficient, and guidelines on what to do after an inspection is completed.</p> <p>Track 2 – Brexit – New UK Regulatory Requirements</p> <p>Learn about the new regulatory regime governing product compliance rules in the UK and get an overview of the complexity of the Northern Ireland Protocol. Additionally, hear a brief overview on how the UK will regulate chemicals legislation, such as REACH and RoHS, which will include information on registration and exemption procedures. Finally, details of the new situation regarding the type-approval regime for off-highway engines will be explained.</p> <p>Track 3 – Re-using Technical Content for Communications on a Reasonable Budget</p> <p>Learn how Loram Maintenance of Way, Inc. re-uses content in Framemaker without copy and paste.</p>
10:15 am to 11:15 am	<p>Concurrent Sessions:</p> <p>Track 1 – Fundamentals of Risk Assessment</p> <p>Learn basic concepts & processes to identify hazards, assess risks, and determine effective and feasible risk reduction measures.</p> <p>Track 2 – Emerging Materials Regulation Impacting Equipment</p> <p>Gain insight into how new battery directive and restriction of persistent/bio-accumulative substances will expand supply chain transparency needed for market access.</p> <p>Track 3 – <i>Recommended session at this time:</i> Track 1 - Fundamentals of Risk Assessment</p> <p>Session description provided above.</p>
11:30 am to 12:30 pm	<p>Concurrent Sessions:</p> <p>Track 1 – Post-Sale Product Issues, Recalls & Product Improvements</p> <p>Learn about the life cycle of a product after it leaves the manufacturer's doors and how product support is a critical element to the success (or failure) of a company's brand, product, reputation, and ultimately the bottom line. Also covered is engineering's role in post-release product support to ensure that lessons learned are incorporated into the next generations of products.</p> <p>Track 2 – Global Emissions Regulation 2021 Update</p> <p>Key updates on recent and upcoming global emission regulations. A focus on potential emerging technologies, low carbon fuels, and how regulators may treat them.</p> <p>Track 3 – Journey to Interactive On-Board Display Help</p> <p>Innovations with the content provided in on-board displays can provide a more rich, interactive experience to the users. An on-screen help system which provides Information about software and operator controls is provided to</p>

improve the user experience. This session discusses on-screen help text authoring, content re-use and user experience best practices.

Concurrent Sessions:

Track 1 – Machine Compliance Audits

The What, When, Why, and How front-to-back, top-to-bottom audit against the technical provisions of relevant industry standards or regional standards.

Track 2 – ISO 19014 & Lessons Learned from the Development of ISO/TS 19014-5

Maintaining consistent Control System Function Safety Performance Level requirements can be a challenge. A panel of assessment experts share their experiences.

Track 3 – Usability & Design Concepts to Win Document Challenges

Concepts from art and gamification applied to your communications can make a difference. Gain an understanding of new lessons from other fields to help users comprehend your content.

Concurrent Sessions:

Track 1 – Telemetry Data for Incident Investigation

Today's machines can produce an incredible amount of data. This session discusses what types of data are available, how to access and preserve it, and examples of when it has been used successfully in incident investigations.

Track 2 – EU Circular Economy Action Plan

This session provides an overview of the EU Circular Economy Action Plan, an explanation of its impact on your company, and how to prepare for it.

Track 3 – Simplified Technical English (STE) Fundamentals

Originally developed for Aerospace, ASD-STE-100's industry use is growing. It includes over 60 writing rules for consistent & simple content and allows customizing. Learn the fundamentals of STE in this session.

SPECIAL SESSION: Women Impacting Product Safety Presents: Engaging with Others

Attend this special session to hear actionable concepts to improve your influence in meetings and better advocate for ideas – yours and others. Add tools to your communication toolbox - key statements and talking points to have 'on-deck' for timely use. Session includes virtual break-out rooms for application and practice.

1:00 pm to 2:00 pm

2:15 pm to 3:15 pm

3:30 pm to 4:45 pm

Wednesday, August 25, 2021

Concurrent Sessions:

Track 1 – Cybersecurity Strategies

When you think of cybersecurity, what comes to mind? For most, its software, hackers, and computers in general. According to the FBI, "A cyber incident is a past, ongoing, or threatened intrusion, disruption, or other events that impairs or is likely to impair the confidentiality, integrity, or availability of electronic

8:45 am to 9:45 am

information, information systems, services, or networks.” Learn the latest cybersecurity strategies in this session.

Track 2 – **Alternative Powertrains with Combustion (IC) Engines**

A discussion on the safety and design implications of future fuels including natural gas and propane and on hydrogen fuel cells as a future supply of electricity to range extended powertrains.

Track 3 – **5 Easy Steps to Managing a Large Technical Writing Project**

Learn how to manage and achieve project, budget, timeline goals, plus, quality of work using 5 easy steps.

Concurrent Sessions:

Track 1 – **Functional Safety for Electronic Systems**

This session addresses the need for a system supplier and machine builder common approach and collaboration.

Track 2 – **Electrification and Lithium-ion Batteries**

This session focuses on fundamentals of systems exceeding 24VDC safety and new lithium-ion issues. Includes a discussion on new and developing standards for off-road systems operating up to 36KV.

Track 3 – **Just-in-Time (JIT) Training**

Why not change the mindset of how digital training is delivered so you can provide the right content to the learner, when they need it, just in time. A mobile-first strategy in training delivery allows for online, self-paced training. This session uncovers the instructional design, adult learning theory, and SAAS, subscription-based mentality for developing and delivering Just-In-Time training.

Concurrent Sessions:

Track 1 – **Finding Value Out of the Buzz of Emerging Technology**

In an emerging technology market littered with buzzwords and headlines, take a moment to skim the surface of the underlying value in some of the most leading-edge technologies in the market - AI, Machine Learning, 5G, Location Logistics, and Blockchain. This session breaks down facts from fiction and starts to narrow down the value that the heavy equipment industry can start extracting from the new innovations of 2021's emerging technology market.

Track 2 – **Current and Future Active Safety Technologies for Mobile Equipment**

Topics covered:

- An overview of current and upcoming technologies used for operator awareness in off-road mobile machines to increase safety
- FuSa requirements as levels of autonomy increase
- Pros and cons of multiple sensing technologies across different use cases

Track 3 – **Publications Panel: What Keeps You Awake?**

What problems facing your Technical Publications group keep you awake? A panel of technical publications professionals will discuss how they meet the following challenges:

- The steady flood of changes and new releases
- The effect of cost-saving initiatives your translation process

10:00 am to 11:00 am

11:15 am to 12:15 pm

- Limitations placed by review cycles and scheduling
- How innovations in manual delivery and development are straining processes and resources

Concurrent Sessions:

Track 1 – Advanced Fire Investigation

Learn the basics of fire investigation and techniques, hear about new developments related to heavy equipment, analyses of common causes, and the role of on-machine suppression systems in example losses.

Track 2 – Autonomous Equipment Development: Safety, Standards & Regulations

Gain insight from 20 years of automation experience as Autonomous Solutions, Inc. (ASI) introduces the phased safety approach applied with customers as they implement autonomous vehicle technologies.

12:45 pm to 2:15 pm

- Evolution of ASI's technical safety practices
- Methodology for leveraging standards in autonomy and various industries
- Development of functional safety life cycle process
- Phased approach to risk mitigations as projects develop

Track 3 – Smart Safety Decals

On-Product QR Codes can be used to provide operator manuals, product warranties, Declarations of Conformity, interactive training, parts information, and other related information via electronic formats. This presentation discusses the benefits and use-cases of on-product QR codes and the data mining potential from user codes. Includes the perspective of an OEM that has implemented a QR code system.

Concurrent Sessions:

Track 1 – Understanding Agricultural Regulations and Standards for International Market Access

A review of the body of international safety standards for agricultural machinery.

2:30 pm to 3:30 pm

Track 2 – Global Overview: Regional Challenges for Regulatory Compliance

Meeting the regulatory requirements for global markets is increasingly complex. The process for achieving market access is highly variable and may include steps such as factory inspection and third-party certification. This session describes high-level trends and changes in the regulatory landscape for countries and regions including India, China, Australia, Europe, and the Middle East.

Track 3 – Interactive Manuals: Rethinking the Written Manual

Explore creative approaches to written manuals and creative production and delivery options. Gain insight into the unique needs of diverging industries and end users. Plus, learn new uses for manuals calling for practical and intuitive applications.

3:45 pm to 4:35 pm

Closing Keynote: Documenting Product Safety

Presenter: Kenneth Ross

4:35 pm to 4:45 pm

Product safety efforts in design and manufacturing are not complete until actions and decisions are accurately documented. Documents are key to a company's ability to defend itself against claims. Topics covered include how to create product safety documents, how to archive documents, a review of formats, and when to delete certain documents.

Presenter Bio: Ross is one of the world's most experienced and well-known lawyers practicing in the areas of product safety, product liability prevention, and corporate and regulatory compliance. He is a former partner and now Of Counsel to one of the premier product liability defense firms in the U.S., Bowman and Brooke LLP.

Closing Remarks: Bruce James, P.Eng, Chief Engineer, Product Safety & Compliance, AGI AgGrowth and Chair, AEM Product Safety & Compliance Seminar Planning Committee

Product Liability Digital Seminar

Thursday, August 26, 2021

9:00 am to 10:30 am

Discovery in Products Liability Cases

The "discovery" phase of a lawsuit has grown increasingly important as more and more cases settle before trial. Learn both the basics and high-level strategies and trends in discovery from two experienced product liability trial lawyers, and what you can do to help protect your company.

Defense of Operator Visibility and Object Detection

- Origin of cases. Back over and run over incidents a recognized hazard in the construction and mobile equipment industry
- Early camera and sensor technology
- Technical feasibility and machine age - the state of the art when manufactured and sold
- The Evolution of visibility standards and impact on machine design - ISO 5006
- U.S. standards versus EU and other global regulations. Handling inconsistencies as applied to the same machine for a global manufacturer
- Optional safety devices versus standard equipment – machines going from no rear camera, to camera optional and then camera as standard safety device
- How to handle and defend older machinery in the field after a camera or other object sensing technology becomes standard on newer models
- Dealing with other accident and incident evidence in discovery and at trial
- Effective demonstrative evidence and technology to demonstrate what the operator or victim could or could not see. Would a camera have made a difference?
- Preparing the corporate designee for deposition or trial testimony
- Emerging trends in machine technology

10:45 am to 12:15 pm

Defending and Pursuing Claims Directed at Component Parts

1:00 pm to 2:20 pm

When the plaintiff's claim against a manufacturer is directed at the design or production of a component part manufactured by a vendor, strategic decisions become paramount. Beyond enforcing contractual and common law rights against the component supplier, the manufacturer has the Hobson's Choice of

defending the part it did not make or assisting plaintiff's prosecution of the case by targeting the supplier. This presentation looks at how to resolve this dilemma in differing circumstances.

2:35 pm to 4:00 pm

When Your Witness is Called in Plaintiff's Case

If the plaintiff calls a chief defense witness in his case as a cross, the outcome of the trial can be decided by the testimony of a single witness. The plaintiff is looking for the sound bites and admissions that strike through the heart of the defense. But if prepared properly, the defense witness in this circumstance can disrupt the presentation of the plaintiff's case and allow early submission to the jury of major defense themes and evidence.

4:00 pm to 4:05 pm

Seminar Close