

PRODUCT SAFETY

IN THE INFORMATION AGE:

EMPLOYING DATA FOR BETTER
UNDERSTANDING AND SOLUTIONS

2018 NORTHWEST REGIONAL
PRODUCT SAFETY TRAINING WORKSHOP

ICPHSO | SEATTLE | JUNE 19



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Founded in 1993 as an organization dedicated to addressing health and safety issues related to consumer products marketed globally, ICPHSO is the only organization which attracts a global membership of health and safety professionals who meet annually to exchange ideas, share information, and take leadership roles in addressing health and safety concerns affecting all consumers. ICPHSO members represent government agencies (local, state, federal, international), manufacturers, importers, retailers, certification/testing laboratories, law firms, consultants, trade associations, standards writing organizations, media, and consumer advocacy groups.



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BLOG** at: blog.icphso.org

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LETTER FROM THE PRESIDENT

Welcome to Seattle and the 2018 ICPHSO Northwest Regional Product Safety Training Workshop! Many thanks to our Northwest Regional Workshop Planning Committee, led by DE Fenton, for developing and delivering an outstanding day of training. Bravo, DE!

Our theme for the Workshop is, "Product Safety in the Information Age: Employing Data for Better Understanding and Solutions" — and true to the theme, today's Workshop is focused on exploring our ever-changing product safety landscape in the Information Age. This is timely information for all product safety stakeholders, and we are so pleased you are here today!

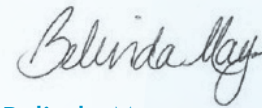
We extend huge thanks to our host, Amazon, for their continued global vision and leadership in welcoming product safety professionals from around the world to their beautiful facility to conduct today's training.

I am also pleased to announce a new ICPHSO "Inclusion Initiative" which we will 'kick-off' tonight at the concluding reception, aptly titled "Information & Inclusion." We aim to ensure ICPHSO is leading the way to an even higher level of diversity and inclusion within the product safety community.

ICPHSO stands proud of its accomplishments during this 25th Silver Anniversary year, and we believe we can move our shared collaboration to an even higher level, reflecting the

talented young people coming up within the organization, as we continue to welcome the vision of people of all ages, colors, origins, and affiliations. As the only global organization dedicated to product safety and bringing all stakeholders together, we look forward to welcoming you to this important conversation and Inclusion Initiative!

Thanks again for participating in today's Workshop. I look forward to seeing you and to an outstanding day of product safety training.



Belinda May
ICPHSO President

LETTER FROM WORKSHOP PLANNING CHAIR

Welcome to the ICPHSO Northwest Regional Training Workshop hosted by Amazon!

Data is driving a revolution in how we manage, evaluate, and make decisions impacting our ability to deliver safe product to the market, continue to control that product once it is out in the market, and to anticipate new product and new risks that are only now glimmers on the horizon.

This is the second ICPHSO Regional Workshop to be held in Seattle. The product safety community in the Northwest is one of the fastest growing in the country. Our industrial base has benefited from the proximity of vibrant new industries. These new industries have introduced different methods and technology to identify answers and solutions to help the broader product safety community to recast questions — this is reflected in the theme for the Regional Workshop. As prevalent as product safety has become, outreach

and training remain crucial to maintain and improve the standard of work.

Thank you to Amazon for hosting today's ICPHSO Northwest Regional Training Workshop. I would also like to extend my thanks to the members of the Regional Planning Committee for their efforts vetting the volume of proposals we received around these topics. ICPHSO couldn't continue to provide the forums and discussions we do without them. With a longstanding commitment to inclusion and representation of all stakeholder parties, more than 40 people from all walks of the product safety community volunteered their time and efforts in the process to bring you today's agenda. I hope you will find the content to be as compelling as we did in the selection process and consider contributing to the planning of future events.

Lastly, I hope you will seek out ICPHSO President, Belinda May, and ICPHSO Executive Director, Marc Schoem,

during the Workshop. Both have worked tirelessly on this event and have been strong advocates, in general, for the Regional Training Workshops. Please share your perspectives and thank them for their support.

In closing, there are some fascinating people doing some forward-looking work at our Workshop in Seattle today. I encourage you to take advantage of this opportunity to connect.

Wishing you an interesting, informative, and insightful Workshop!

Best Regards,



DE Fenton
Northwest Regional Workshop
Planning Chair
Quality Certification Alliance,
Executive Director

LETTER FROM EXECUTIVE DIRECTOR

On behalf of the International Consumer Product Health and Safety Organization (ICPHSO), thanks for attending our 2018 Northwest Regional Product Safety Training Workshop—we're thrilled to be back with you in Seattle. We are pleased to hold our meeting at the Amazon Meeting Center and appreciate Amazon and its staff for hosting ICPHSO's Regional Workshop.

Much has changed in the five years since our last Workshop in Seattle. The theme of this year's Workshop: Product Safety in the Information Age: Employing Data for Better Understanding and Solutions, pretty much says it all and illustrates how far we've come in the last five years. We appreciate the work of Board Member DE Fenton and her planning committee to bring us back to Seattle and present important and new safety information to our stakeholders. As a product safety professional, you know first-hand that product safety is ever changing—we can only be effective if we stay ahead of changing environments. Technology is certainly a game changer for many industries. We want to provide the best information possible to help you achieve success in your day-to-day work.

Thanks to our sponsors and exhibitors for continuing to support our Workshop. Without their support, it wouldn't be possible for us to bring all stakeholders together in these important forums. Thanks also to our speakers, who take time out from their busy schedules to share their product safety expertise. I also want to thank the U.S. Consumer Product Safety Commission and U.S. Customs and Border Protection staff who are providing our attendees with the opportunity to tour the port of Seattle. This is truly a unique opportunity that I hope you enjoy. And if you can't participate this time, know that we hope to plan additional tours in the future. We're also fortunate to have as our keynote presenter, CPSC Acting Chairman Ann Marie Buerkle. We appreciate her participation and look forward to hearing from her on the latest happenings at CPSC.

As many of you know, we conduct three conferences each year, and planning for our 2018 International Symposium, November 12-13, 2018 in Brussels, Belgium is well underway. We are again partnering with the European Commission to present our Symposium during International Product Safety Week (November 12 – 15, 2018) and hope you will join us in Brussels.

Our 2019 Annual Meeting and Training Symposium planning is also underway, and we look forward to our return to Washington, D.C., February 23 – 28, 2019 at the Marriott Renaissance Downtown Hotel. At the end of today's Workshop, we'll host a reception to kick off our "Inclusion Initiative." Be a part of our goal to take stakeholder inclusion to an even higher level within the product safety community. I hope you can join with us and be a part of this exciting effort.

Remember, ICPHSO members get a discount on the registration for our conferences, so please consider becoming a member. Members can also participate in the planning of our future conferences which gives you a direct say in the direction we take and the information we present. Check out our website at www.icphso.org for updates and subscribe to my blog for the latest information from ICPHSO. I look forward to seeing you at future ICPHSO conferences.

Regards,



Marc J. Schoem
ICPHSO Executive Director

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AGENDA

MONDAY | JUNE 18

All events take place at the Marriott SpringHill Suites (1800 Yale Avenue, Seattle, WA 98101)
and are open to all meeting attendees

4:00 – 5:30 PM **Associated Meeting: Initial Meeting on Development of a Safety Process Standard for Innovative Products and Innovative Features of Existing Products** *The Bistro*

This meeting is open to all attendees.

Speakers **Belinda May**, ICPHSO President; Partner, Dentons UL LLP
Gene Rider, Principal, Exponent, Inc.

Reason for Task Force and Purpose of Associated Meeting:

The consumer product environment has changed; to remain competitive, innovative products are disrupting and replacing entire categories of products with new categories. Currently, product safety relies upon the available regulations, standards, knowledge bases and internal processes but regulations, standards and databases for new product categories do not exist and take a long time to develop and publish.

However, expertise and data concerning the safe design of innovative products and features does exist; a robust standard practice for accessing and using available expertise and data can be developed.

During the “Safety Innovation to Meet the Challenges of the Exponential Age: Practical Tips for the Marketplace” panel at ICPHSO’s 25th Annual Symposium, about 90% of the audience responded that they would benefit from a safety process standard for innovative products and features. Panelists from CPSC, Health Canada and Industry agreed a robust safety process standard would benefit the consumer products safety community.

Building upon the interest demonstrated at the 2018 Annual Symposium, we propose a task group meeting to organize a preliminary team to develop a robust safety process standard that can be submitted to a standards development organization for consensus approval and publication.

6:00 – 8:00 PM **Welcome Networking Reception** *Ballroom*

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All Workshop attendees (whether you are staying at the Marriott SpringHill Suites or not) are invited to a pre-workshop evening networking reception to meet your fellow attendees prior to the start of the Workshop. Drop in and enjoy some light food and beverages.

TUESDAY | JUNE 19

All events take place at the Amazon Meeting Center (2031 7th Avenue, Seattle, WA 98121)

6:00 – 7:30 AM Exhibitor Booth Set Up

7:30 AM – 3:00 PM Registered Attendee Check-In at Amazon Meeting Center

7:30 – 8:30 AM **Continental Breakfast**

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8:30 – 8:45 AM Meeting Room Doors Open

8:35 – 8:40 AM **Workshop Opening Remarks****Belinda May**, President, ICPHSO; Partner, Dentons UL LLP**DE Fenton**, Northwest Regional Workshop Planning Chair; Executive Director, Quality Certification Alliance8:40 – 8:50 AM **Amazon Welcome****Carletta Ooton**, Vice President for Health and Safety, Sustainability, Security and Compliance, Amazon8:50 – 9:00 AM **Health Canada Welcome****Tolga Yalkin**, Director General, Consumer Product Safety Directorate, Health Canada9:00 – 10:00 AM **Plenary Session # 1****Risk Assessment—Managing the Flood:
Strategies for Putting Your Data Streams to Good Use**Moderator **Will Troutman**, Partner, Norton Rose FulbrightSpeakers **Tom Lewandowski**, Principal, Gradient**Sebastian Müller**, Chief Information Officer, TUV Rheinland Company**Rebeca Sharpe**, Senior Manager, Product Compliance & Safety Enterprise Risk & Compliance, Best Buy

Ensuring that consumer products are safe and also comply with regulatory and in-house standards is becoming increasingly challenging. Corporate social responsibility and reputational risk considerations for providing safe products place ever increasing pressure across the entire supply chain. Most companies collect data from customers concerning product performance and safety concerns but struggle with how to effectively manage the data, let alone deploying it in a forward-thinking or strategic manner to guide product development.

This session will consider ways to organize product data and harness it to make robust strategic decisions regarding product safety and regulatory compliance. This might include using artificial intelligence/machine learning use to uncover product safety trends, using algorithms mine customer review data for safety information, using product composition databases to identify product lines at risk under new regulatory proposals, or prioritizing chemicals for substitution based on both hazard and frequency in the product line. The session will begin with introductions outlining existing and proposed regulatory schemes in the US for which data management is key. Next will involve a panel discussion focused on data management strategies, with a set of specified questions framed around these issues (e.g., data challenges, solutions, successes, and failure). We will conclude with audience discussion.

10:00 – 11:00 AM **Plenary Session # 2****Emerging Issues — A Macro Look at a Micro Problem: Microplastics in Products**Moderator **Drew Dumas**, EurofinsSpeakers **Kathryn Davis**, Stewardship Manager, Puget Soundkeeper**Kristen Kern**, American Apparel & Footwear Association**Beth McCalister**, Compliance & Risks

In recent years past, public and environmental health concerns have arisen regarding microbeads in personal care products, (Rooted in these concerns are legislation in multiple states, as well as talk in the EU, of regulating textiles and other consumer products due to microfibers being “washed out” during laundering. These particles are shed into waste water, and subsequently make their way into sources of water and food and cause unforeseen health effects. The panel will present a brief history of the issues, discuss local and state activities, including legislations and provide an environmental non-governmental organization and industry perspective.

11:00 – 11:20 AM **Morning Break**11:20 AM – 12:20 PM **Plenary Session # 3****Regulatory Compliance/Recall Effectiveness—Product Safety Data Collection and
Analysis: A Shared Quest For Early Hazard Identification**Moderator **Eric Rubel**, Partner, Arnold & Porter

AGENDA (cont)

Speakers **Anthony Auffray**, Director, Global Product/Food Safety & Compliance, Amazon
Erin Bradley, Merchandise Services Supervisor, Product Safety Analysis and Reporting, Costco
Heather Capell Bramble, Partner, Venable LLP
Stephen Hanway, Associate Executive Director, Directorate for Epidemiology, U.S. Consumer Product Safety Commission
Nathan Mouw, Senior Director, Global Product Safety & Regulatory Affairs, Whirlpool Corporation

CPSC has long prided itself on being a data-driven agency. Its 2019 budget priorities include augmenting analytical and trend-assessment protocols, thereby expanding CPSC's ability to analyze and identify emerging hazards. Similarly, CPSC-regulated companies regularly grapple with how to evaluate data from various inputs (e.g., consumer complaints, claims, commercial customers, traditional and social media, CPSC, etc.) to identify potential safety hazards.

This panel will discuss information sources available to CPSC and companies, data analysis tools, as well as challenges and successes in the shared goal of identifying potential safety hazards at an early opportunity. The panel will also explore opportunities to foster a more open sharing of incident data with CPSC, either through an enhanced version of the Retailer Reporting Program or other means. By working together and discussing these issues, CPSC and industry stakeholders can advance their shared product safety objectives based on objective data collection, analysis, and review.

12:30 – 1:30 PM **Lunch — Keynote Presentation: Honorable Ann Marie Buerkle, Acting Chairman, CPSC**

Speaker Honorable **Ann Marie Buerkle**, Acting Chairman, U.S. Consumer Product Safety Commission

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1:45 – 2:45 PM **Plenary Session # 4**
Supply Chain - Blockchain: It's Already Being Used in the Real World

Moderator **Kurt Wedgewood**, IBM

Speakers **Justin Lacche**, Program Director, Enterprise Architecture & Platforms Team, NIKE
Karan Motwani, Starbucks
Chuck Rogers, Bureau Veritas
Matt Smith, Founder, ICIX

Blockchain is providing companies with a reason to reimagine processes and share critical data that hasn't been available, visible, or trusted. Resulting in more timely information, confidence in the data,, cost reductions, and creation of new business models. At its core, a blockchain injects trust into the network, cutting off some intermediaries from serving that function and creatively disrupting how they operate. Metaphorically, blockchains are the ultimate non-stop computers. The solution is cloud-based and offers an incredible amount of resiliency, making them dependable and attractive for running a new generation of decentralized services and software applications.

2:45 – 3:00 PM **Afternoon Break**

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3:00 – 4:00 PM **Plenary Session # 5**
IoT—Trends in Product Safety and Liability:
Internet of Things, Connected Devices and Consumer Software

Moderator **Kim Hughes**, Senior Attorney/ Global Product Safety, Microsoft Corporation

Speakers **Ted Dorenkamp**, Partner, Bowman and Brooke LLP
Don Huber, Director, Product Safety, Consumer Reports
Craig Spiezle, Managing Director, Agelight Advisory Group

Huge technological advances are being made in various connected devices and software that allow them to do more and more things for people and for businesses. Without careful risk analysis, these advances can raise product safety issues for product users and bystanders. The law has not provided much guidance to manufacturers and product sellers on such connected devices. This is about to change. Speakers will discuss the current status of the law and practice and what guidelines could be developed in the future to help manufacturers design safe products and consumers understand the use of these products.

4:00 – 5:00 PM **Plenary Session # 6**
CPSC Import Targeting Session

Speakers **Carol Cave**, Deputy Director, Office of Compliance and Field Operations, U.S. Consumer Product Safety Commission
Jim Joholske, Director, Office of Import Surveillance, U.S. Consumer Product Safety Commission
Shelby Mathis, CPSC Small Business Ombudsman

In-depth look at the authorities of CPSC and CBP for enforcing U.S. laws for consumer product safety and how the agencies work together as one U.S. government at the border.

5:00 – 6:30 PM **“Information & Inclusion” Reception**

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This meeting is open to all attendees.

As we continue to celebrate ICPHSO’s 25th Silver Anniversary, we will apply 25 years of shared collaboration with the aim of taking ICPHSO’s longstanding commitment to stakeholder inclusion to an even higher level within the product safety community. Product safety has no boundaries and is non-partisan from the human perspective. We envision a future where our stakeholders and conference participants broadly reflect the product safety community from this human perspective. To this end, our concluding Workshop reception will kick-off our “Inclusion Initiative,” reflecting the talented young people coming up within the organization, as we further welcome the vision of people of all ages, colors, origins, and affiliations.

To continue to represent the global safety community into the next 25 years, we embrace all stakeholder human compositions having an opportunity to reach the dais and lead us into the future. We look forward to you being a part of this important conversation as we launch the ICPHSO 25th Anniversary Inclusion Initiative.

WEDNESDAY | JUNE 20

Seattle Port Tour

Transportation sponsored by:



Confirmed participants only—space limited

Limited space available for Tour of the Port of Seattle with representatives from the U.S. Consumer Product Safety Commission and U.S. Customs and Border Protection. ICPHSO will provide bus transportation from the Marriott SpringHill Suites Hotel departing promptly at 7:00 am for the start of the Port Tour at 8:00 am. Buses will return participants to the hotel at the end of the tour (approximate arrival back at hotel 1:00 pm).

7:00 AM Bus Departs SpringHill Suites Hotel for Confirmed Participants

8:00 AM – 12:00 PM Seattle Port Tour with representatives from CBP and CPSC

12:00 PM Port Tour Concludes

1:00 PM Bus returns to SpringHill Suites Hotel

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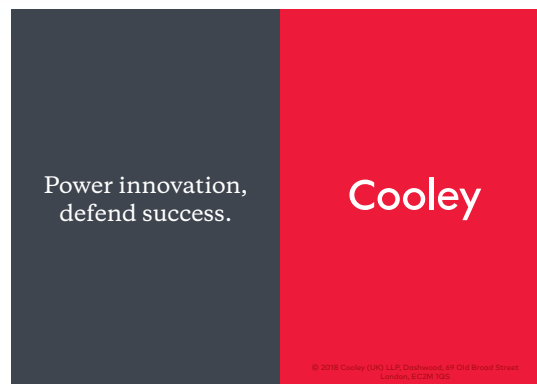
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A blue banner with a faint background image of a classical building facade. The European Union flag, featuring twelve yellow stars on a blue field, is positioned in the upper right corner. The text is in white, bold, sans-serif font.

2018 ICPHSO INTERNATIONAL SYMPOSIUM

Presented as part of the European Commission's
International Product Safety Week

November 12-13
Brussels, Belgium

A photograph of the ornate, classical architecture of the United States Capitol building dome, showing the intricate details of the columns and arches.

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Washington, D.C. | February 25-28

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Tuesday, June 19 at 1:45pm