

Kenneth Ross

Attorney and Product Safety Consultant

Of Counsel, Bowman and Brooke LLP

4961 Kingsberry Lane
Minnetonka, MN 55345
www.productliabilityprevention.com

Phone:(952) 933-1195
Fax: (952) 933-8474
Email: kenrossesq@comcast.net

Product Safety and Liability Prevention In-house Seminars

Kenneth Ross is one of the world's most experienced and well-known lawyers and consultants practicing in the areas of product safety, product liability prevention, and regulatory compliance. Prior to entering private practice, Ken was an in-house lawyer at Westinghouse Electric and Emerson Electric where he counseled on safety and prevention issues and managed litigation.



He has been selected for inclusion in the *Guide to the World's Leading Product Liability Lawyers (2007 and 2009)* and *The International Who's Who of Product Liability Defence Lawyers (2009, 2010 and 2011)* and has been referred to by the National Law Journal as a "preventive law pioneer."

In his safety and prevention practice, he advises U.S. and foreign manufacturers, product sellers, insurance brokers and insurance companies on ways to identify, evaluate and minimize the risk of liability, especially product and contractual liability. This advice is provided during product development as well as after sale and deals with product safety management systems, design, warnings and instructions, post-sale responsibilities including reporting to the government and undertaking recalls, document management, contracts, marketing, and litigation management.

Ken has been presenting seminars on product safety and product liability since 1976. First, he started teaching these subjects to Westinghouse engineers. Then, starting in 1978, he created and chaired a public product liability prevention course intended for lawyers.

He has presented hundreds of public and private in-house seminars over the last 30 years in the U.S., Canada, Asia, Latin America, and Europe for business persons, engineers, lawyers, and insurance company personnel. Ken has the ability to combine an understandable discussion of product liability and regulatory law with a practical discussion of safety and prevention techniques and how a particular company can determine what is appropriate for them to do. In addition, Ken has written extensively on these subjects (see www.productliabilityprevention.com for his recent writings).

Ken has developed half-day and full-day in-house seminars that are an excellent introduction to the subjects in which he consults. These in-house seminars, when compared to 2-day public seminars, have some distinct advantages:

Bowman and Brooke LLP

Minneapolis; Phoenix; Detroit; San Jose; Los Angeles
Richmond; Columbia; Dallas; Austin

- They can be customized to the particular company, industry, products, risk profile, and subjects of interest to the company
- The discussions are private, allowing a more in-depth discussion of confidential information and sensitive questions
- The number of attendees is unlimited
- More cost-effective when 3 or more company personnel attend
- They take less time away from the job
- By allowing many different departments to attend the same seminar, lines of communication between these departments will be enhanced and personnel will have a better understanding of what others do and how departments can work together to enhance product safety and minimize product liability risk
- Follow-up questions after the seminar will be answered by Ken at no additional cost

Below is a sample agenda for a half-day program:

Introduction to Product Liability and Product Safety Management

- Legal requirements
- Policies, procedures and personnel

Design, Warnings, Instructions and Marketing

- Legal requirements
- Risk assessment and design issues
- Standards for design, warnings and instructions
- Creating adequate design, warnings, and instructions

Post-Sale Duties

- Legal requirements
- Government requirements
- Implementing appropriate proactive and reactive programs

The full day program can add topics such as document management, contracts, supplier qualification, litigation, and marketing liability or just expand the time allotted for the above topics.

One effective option is to have a half-day seminar in the morning and then, in the afternoon, have Ken meet with each of the different departments who attended the seminar – engineering, manufacturing, sales and marketing, and customer service – to answer their specific questions and concerns.