



The Conference Center at Guilford Technical Community College

Wednesday, October 2

8:00 – 8:30 a.m.

REGISTRATION

8:30 – 8:45 a.m.

WELCOME

*Bill Perdue, Vice President of Regulatory Affairs
American Home Furnishings Alliance, High Point, NC*

8:45 – 9:30 a.m.

SESSION 1: TODAY'S CONSUMER EXPECTATIONS FOR PRODUCT SAFETY

*Mike Gentine, Product Liability & Mass Tort Specialist
Schiff Hardin LLP, Washington, DC*

Are consensus standards dead? Who or what regulatory agency defines what is "safe," and what is the role of data and science? How (and by whom?) will new standards be enforced?

9:30 – 10:00 a.m.

SESSION 2: THEORY TO PRACTICE #1 – GAT CREEK FURNITURE

*Gat Caperton, CEO of Gat Creek Furniture, Berkeley Springs, WV
& 2019 Chair of the AHFA Board of Directors*

Every home furnishings manufacturer large and small should have a strong product safety program, both on paper and in practice. How does a manufacturer analyze what is needed and incorporate this into culture and processes? And how does product safety impact the design, development and marketing of home furnishings?

10:00 – 10:30 a.m.

NETWORKING BREAK in EXPO HALL

10:30 – 11:15 a.m.

SESSION 3: UNDERSTANDING "FORESEEABLE MISUSE"

*Michael Sullivan & Patrick Spaugh
Womble Bond Dickinson LLP, Atlanta*

When do manufacturers need to anticipate misuses – and abuses – of their products? Do all dressers and chests need to double as jungle gyms for children? Michael Sullivan and Patrick Spaugh will explore the concept of foreseeable misuse.

11:15 a.m. – 12:00 p.m.

SESSION 4: CPSC FURNITURE STABILITY TESTING UPDATE

Michael Taylor, Directorate for Laboratory Sciences

U.S. Consumer Product Safety Commission

Results of the latest round of CPSC furniture testing, plus the latest update on how CPSC plans to conduct “dynamic testing” of clothing storage units.

12:00 – 1:00 p.m.

LUNCH

1:00 – 1:45

SESSION 5: THE FUTURE OF VOLUNTARY ‘CONSENSUS’ STANDARDS

Rick Rosati, Vice President, Governmental Affairs & Industry Standards, Bureau Veritas Consumer Products Division

& Chair of the ASTM Furniture Safety Subcommittee F15.42

Although the voluntary consensus process has been effective, it has never been perfect. Disagreements can derail progress. Companies can participate in development, agree on a standard, and then elect not to follow it. Today, a social media campaign can overrule research and data. What can we learn from the successes and failures of F2057, and what is the future of this process for the home furnishings industry?

1:45 – 2:15 p.m.

SESSION 6: THEORY TO PRACTICE #2: SAUDER WOODWORKING

Amy Kruse, Director of Product Safety & Improvement

Sauder Woodworking, Archbold, Ohio

An overview of Sauder Woodworking’s product safety program and the influence of product safety on product design, development and marketing.

2:15 – 3:00 p.m.

SESSION 7: POLITICS AND PRODUCT SAFETY

Chris Andresen, Senior Vice President

Dutko Government Relations, Washington, D.C.

What do you get when you combine an aggressive House Democratic Oversight Agenda with a deregulatory Administrative state? Gridlock! We’ll discuss the legislative and regulatory policies impacting the home furnishings industry and potential resolutions moving forward.

3:00 – 3:30 p.m.

NETWORKING BREAK in EXPO HALL

3:30 – 4:30 p.m.

SESSION 8: RETAIL PANEL - COLLABORATING TO IMPROVE SAFETY

Moderated by Doug Clark, Content Manager & Government Relations Liaison, Home Furnishings Association, High Point

Panelists: *Greg Crowley, Crowley Furniture & Mattress, Kansas City; Dion Jameson, City Furniture, Tamarac, FL; Chris Fox, Raymour & Flanigan, Liverpool, NY*

4:30-5:15 p.m.

SESSION 9: WHERE DOES CPSC GO FROM HERE?

Special Guest: Peter Feldman

U.S. Consumer Product Safety Commission

Commissioner Feldman will provide an update on the balance of power within the Commission, as well as offer an overview of key issues.

5:15

WRAP UP
Bill Perdue

5:15 – 6:00 p.m.

RECEPTION WITH COMMISSIONER FELDMAN
Sponsored by UL

DINNER ON YOUR OWN

Thursday, October 3

7:30 – 8:00 a.m.

REGISTRATION & COFFEE IN THE EXPO HALL

8:00 – 8:45 a.m.

SESSION 1: COMMUNICATING CONSUMER SAFETY MESSAGES IN A SOCIAL MEDIA WORLD

Joseph Galbo, Social Media Specialist

U.S. Consumer Product Safety Commission

During his three years at CPSC, Joseph Galbo has catapulted the agency's social media platforms into the spotlight by combining mundane (but important) safety messages with creative and absurd memes. If CPSC can think outside the box when it comes to communicating safety, how about the furniture industry? Galbo hopes to launch a productive conversation with industry executives around how to hold the consumer's attention long enough to convey critical safety information.

8:45 – 9:15 a.m.

SESSION 2: THEORY TO PRACTICE #3 – WAYFAIR

Evan Friedler, Legal Counsel, Manager

Wayfair, Boston

Retailers large and small should have effective product safety and product compliance programs on paper and in practice. How does an e-commerce company incorporate this into culture and process? From insight to action, learn how Wayfair leverages data and technology to address product compliance at scale. Learn how automation and data analytics allow Wayfair to improve the customer experience and encourage product safety.

9:15 – 10:00 a.m.

SESSION 3: HOW TO BUILD A COMPLIANCE PROGRAM

Claire Rauscher & Whitney Kamerzel

Womble Bond Dickinson LLP, Atlanta

Overwhelmed by the myriad of federal and state regulations governing furniture? This program will provide a framework to create a comprehensive and effective compliance plan that works for your company.

10:00 – 10:30 a.m.

SESSION 4: HOW SAFETY HELPS YOU WIN IN THE MARKETPLACE

*Doug Lockard, Global Commercial Director
UL Environment & Sustainability*

Many companies go the extra mile to help ensure their product's safety, sustainability and performance. They invest in testing and third-party certifications, but many fail to promote their accomplishments with buyers and consumers. UL will explore the power of third-party programs to help establish trust among buyers and consumers, reduce risk, differentiate your products and maximize your investments.

10:30-10:45 a.m.

BREAK in EXPO HALL

10:45 – 11:30 a.m.

SESSION 5: UNDERSTANDING THE NEW TIP-OVER WARNING LABELS

*Blake Gudbaur, Senior Production-Product Engineer
Delta Enterprise Group, Hortonville, WI*

The 2019 update to ASTM F2057 included a revision to the label for clothing storage furniture and a **new** label for "media chests." When should you stop using the old label? What is acceptable wording for the "TV statement" required on the media chest label? These questions and more will be answered during this overview of product labeling.

11:30 – NOON

SESSION 6: WHERE DO WE GO FROM HERE? TOOLS YOU CAN USE NOW

*Bill Perdue, Vice President of Regulatory Affairs
Pat Bowling, Vice President of Communications
American Home Furnishings Alliance*

As we conclude the 2019 Regulatory Summit, AHFA unveils a plan to engage every member company in the effort elevate important safety messages in our industry.
