



People to People: Working Together for Your Safety
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March 4th 2014: Consumer Safety: Are We Making Progress?

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“Our number one challenge is counterfeit parts”- declared the head of procurement quality assurance of NASA in 2012. Why is NASA, the organization landing robots on Mars, considering this topic a top priority? Because counterfeiting has resulted in the deaths of hundreds of thousands of people from automobile and aviation accidents, electrocution to taking fake medicine. And as long as there are willing or uninformed buyers, counterfeiters will keep getting better at their trade, once again, threatening consumer safety. How do we know we made progress since 2012? How do we measure success in

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Julia Kocs
Julia Kocs, speaker, author and media professional, is the owner of Kocs Brand + Communications, a marketing firm based in Berkeley, California. With over twenty years of US and international experience, Julia’s expertise includes the interplay between branding, media, reputation management and ways these can be used to inspire customers and increase sales. Her recent interviews and conference appearances include NASE, Punch Radio and the American eMarketing Association. Julia’s current engagements include lecturing on Branding and Marketing for the East Bay Chapter of SCORE in Oakland, California. Prior to launching her firm, Julia directed Connecting Point of Compass Community Services,

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Frank J. Ciano is a senior partner at Goldberg Segalla’s New York office and the leader of the firm’s Risk and Litigation Avoidance Strategies and Food and Beverage Practice Groups.

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